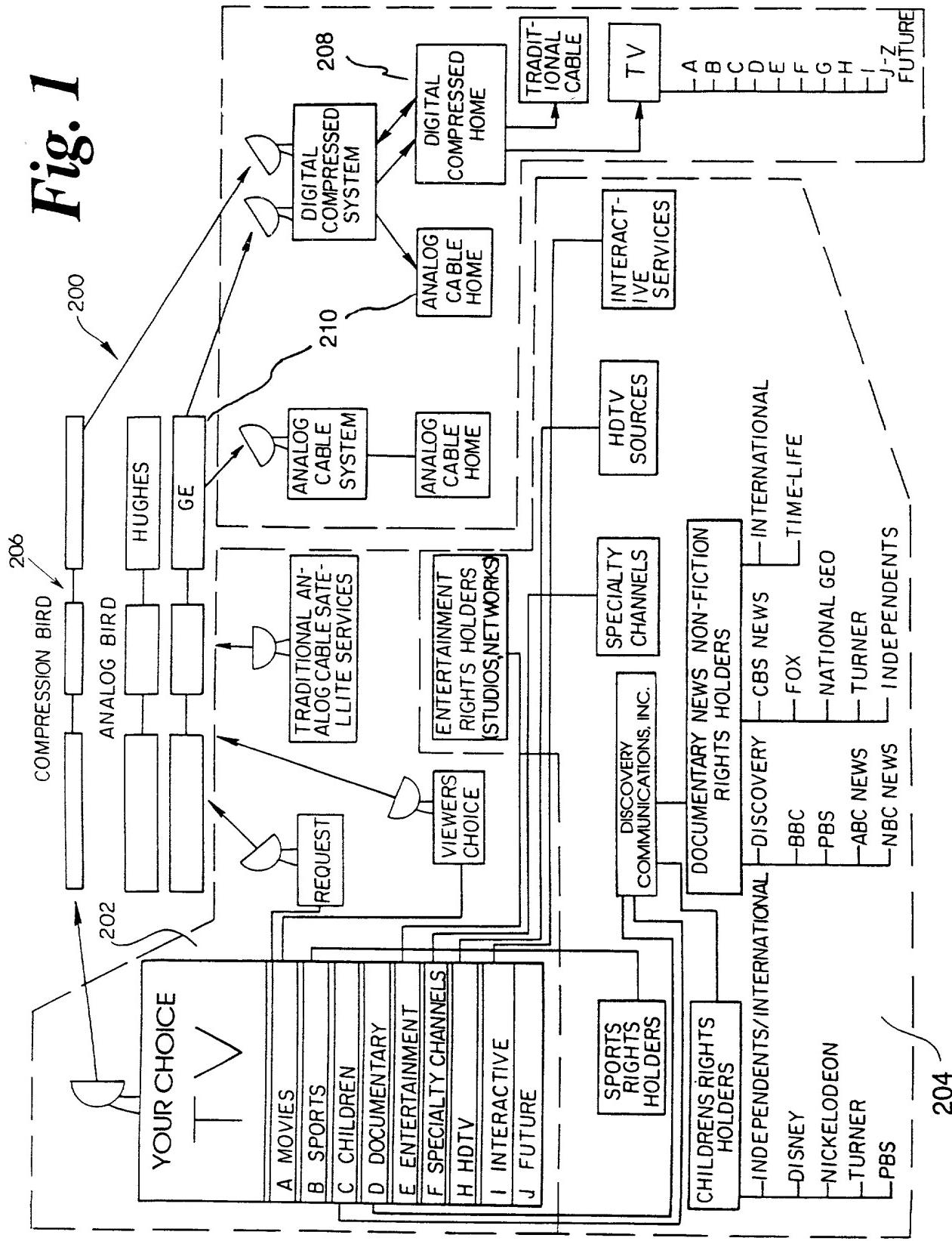
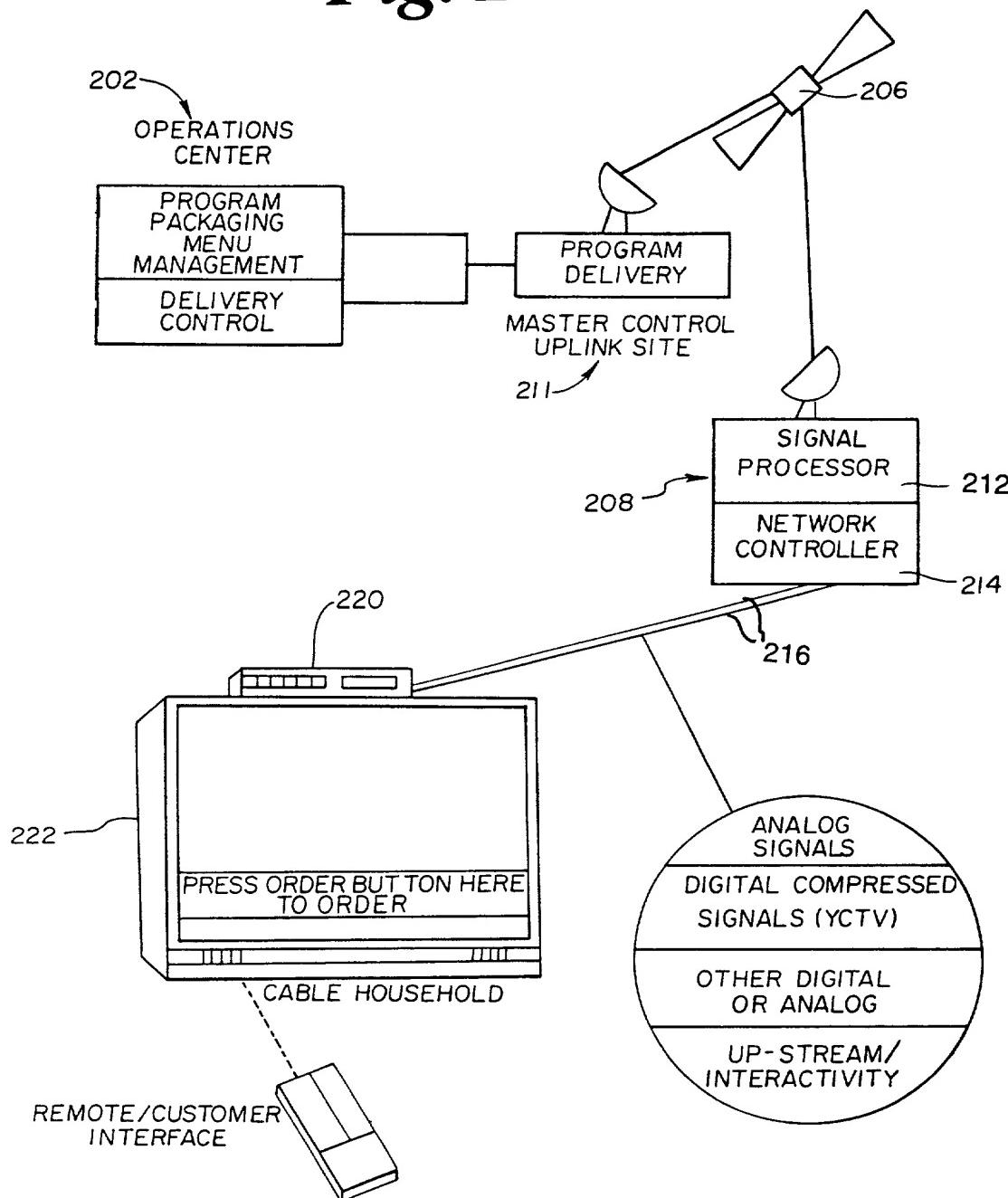


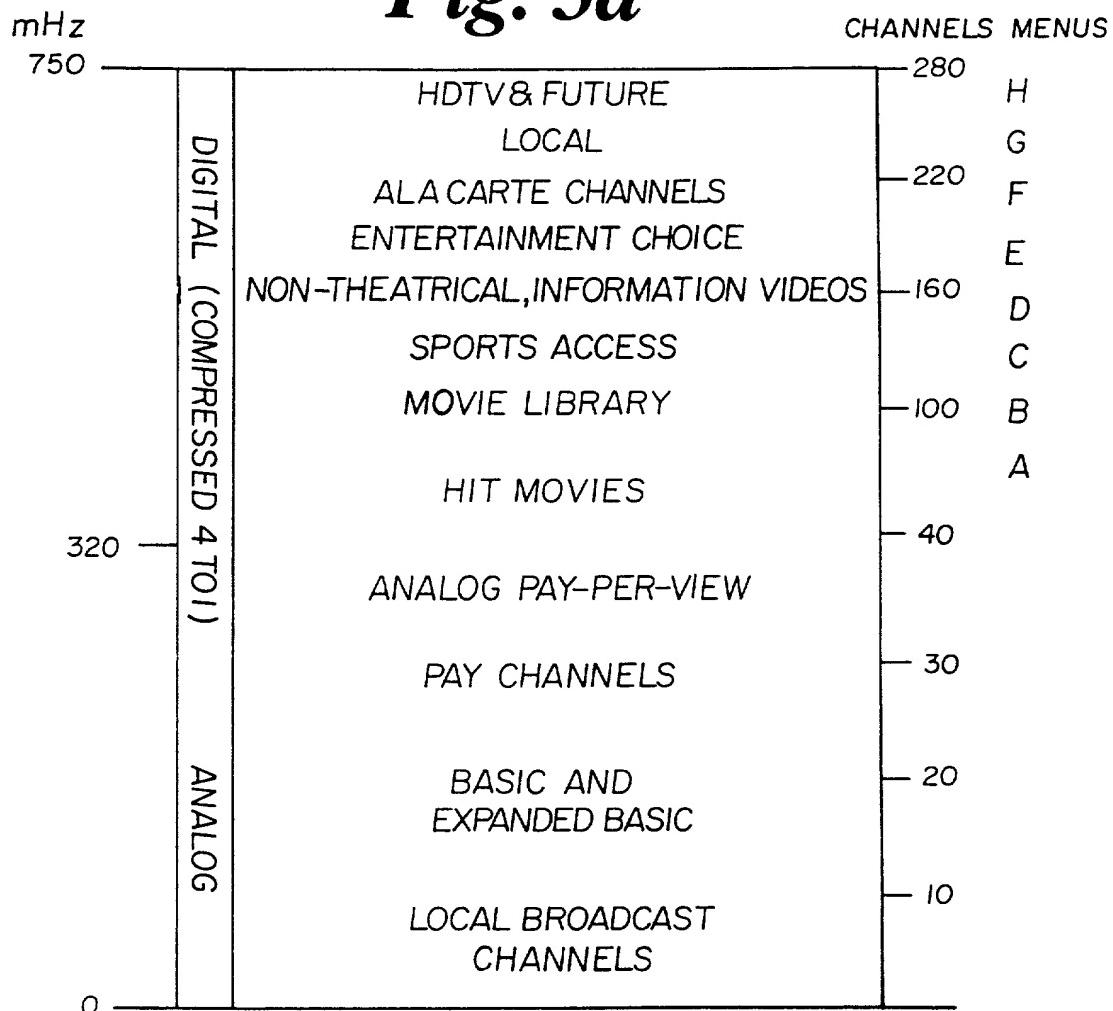
**Fig. 1**



*Fig. 2*



# Fig. 3a



# Fig. 3b

CHANNEL MENU	PROGRAMMING CATEGORY	# CHANNELS ALLOCATED
A	MOVIES	50
B	SPORTS	2
C	CHILDRENS	3
D	DOCUMENTARY	14
E	ENTERTAINMENT	10
F	SPECIALTY CHANNELS	15
G	LOCAL	N/A
H	HDTV	4
I	INTERACTIVE	2
	COMBINED	100

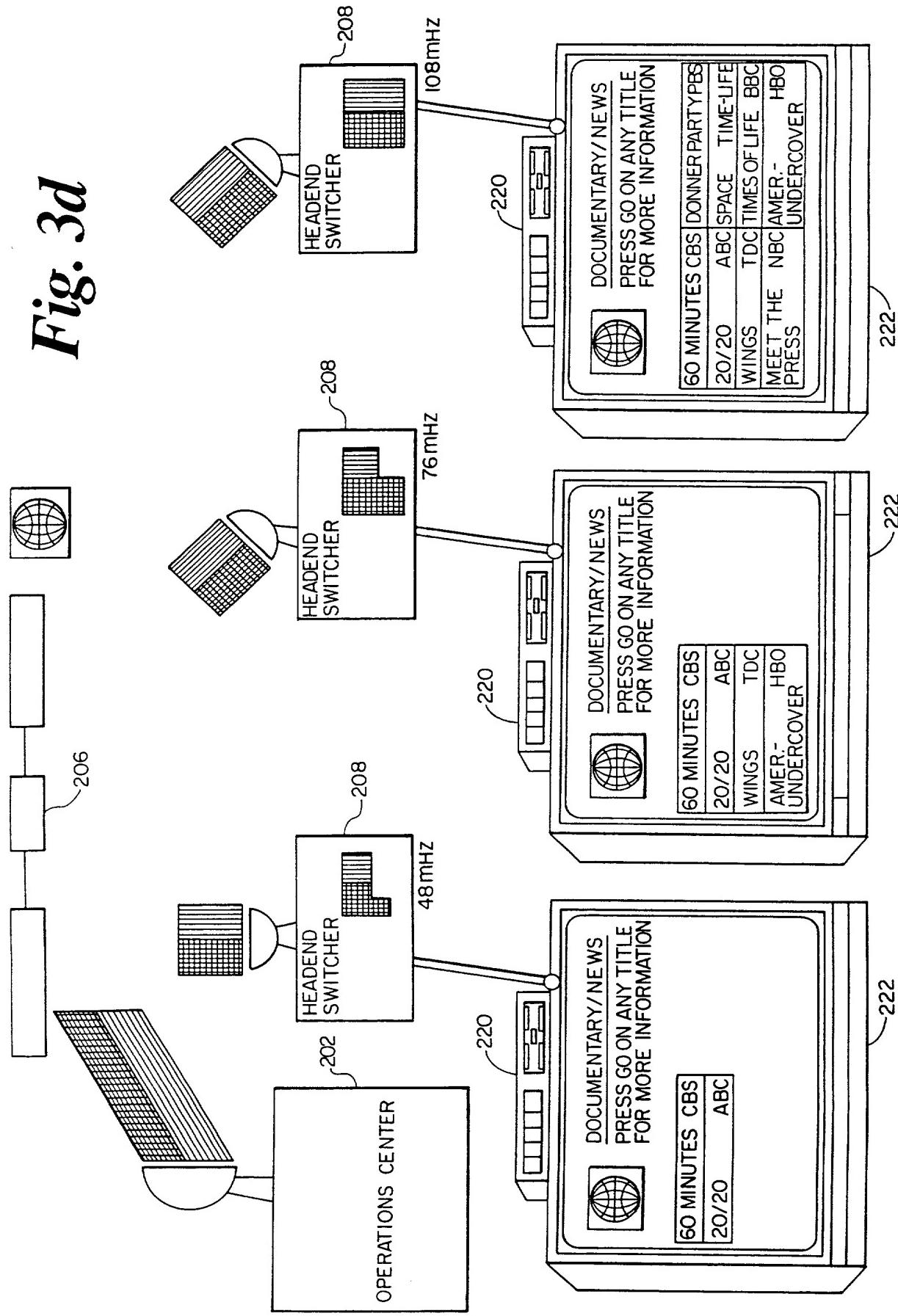
# Fig. 3c

## SATELLITE MOVIE OPTIONS

VCTV COMBO RATIO	AVAILABLE MENUS (1,2,8,3)	PRIORITY ONE MENUS	PRIORITY ONE PLUS TWO MENUS
1	8:1	HIT MOVIES 8 MOVIE SELECTIONS WITH START TIMES EVERY 15 MINUTES	HIT MOVIES 6 MOVIE SELECTIONS WITH START TIMES EVERY 30 MINUTES
2	8:1		
3	8:1		
4	8:1		
5	8:1		
6	8:1		
7	8:1		
8	8:1		
9	4:1	SPORTS 8 SELECTIONS	SPORTS 2 SELECTIONS
10	4:1		
11	8:1	CHILDRENS 8 SELECTIONS	CHILDRENS 2 SELECTIONS
12	8:1	DOCS/NEWS 8 SELECTIONS	DOCS/NEWS 2 SELECTIONS
13	8:1	ENTERTAIN- MENT 8 SELECTIONS	ENTERTAIN- MENT 4 SELECTIONS
14	8:1	SPECIAL- INTEREST CHANNELS 16 SELECTIONS	SPECIAL- INTEREST CHANNELS 4 SELECTIONS
15	8:1	PROMOS (1/6 SCREEN)48	PROMOS (1/6 SCREEN)16
16	8:1	DATA STREAM	DATA STREAM
17	8:1 or max 8:1 or max	MUSIC 32 DIGITED STATIONS	MUSIC 4 DIGITED STATIONS
18			MUSIC 32 DIGITED STATIONS

236                  230                  233

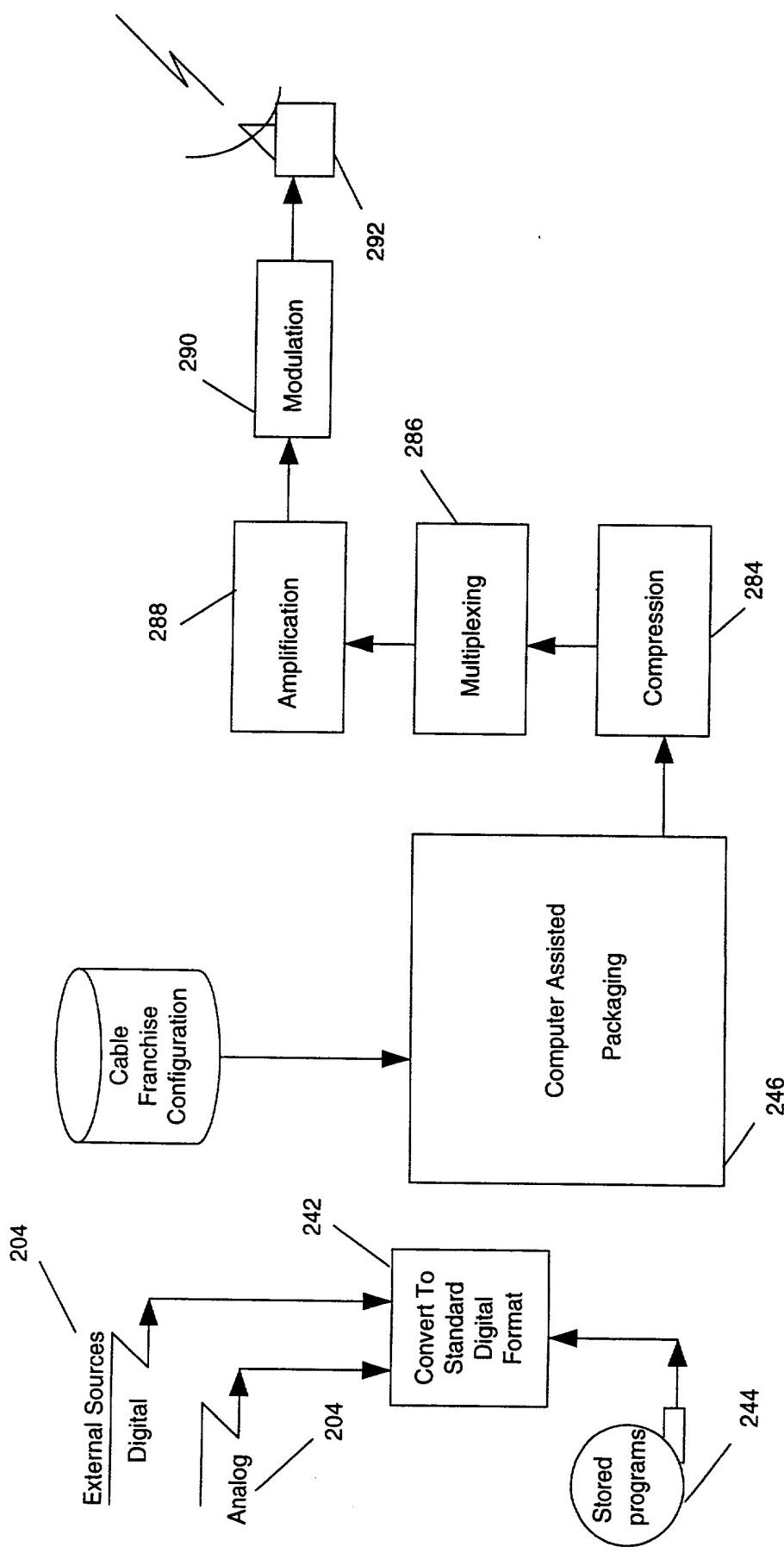
*Fig. 3d*



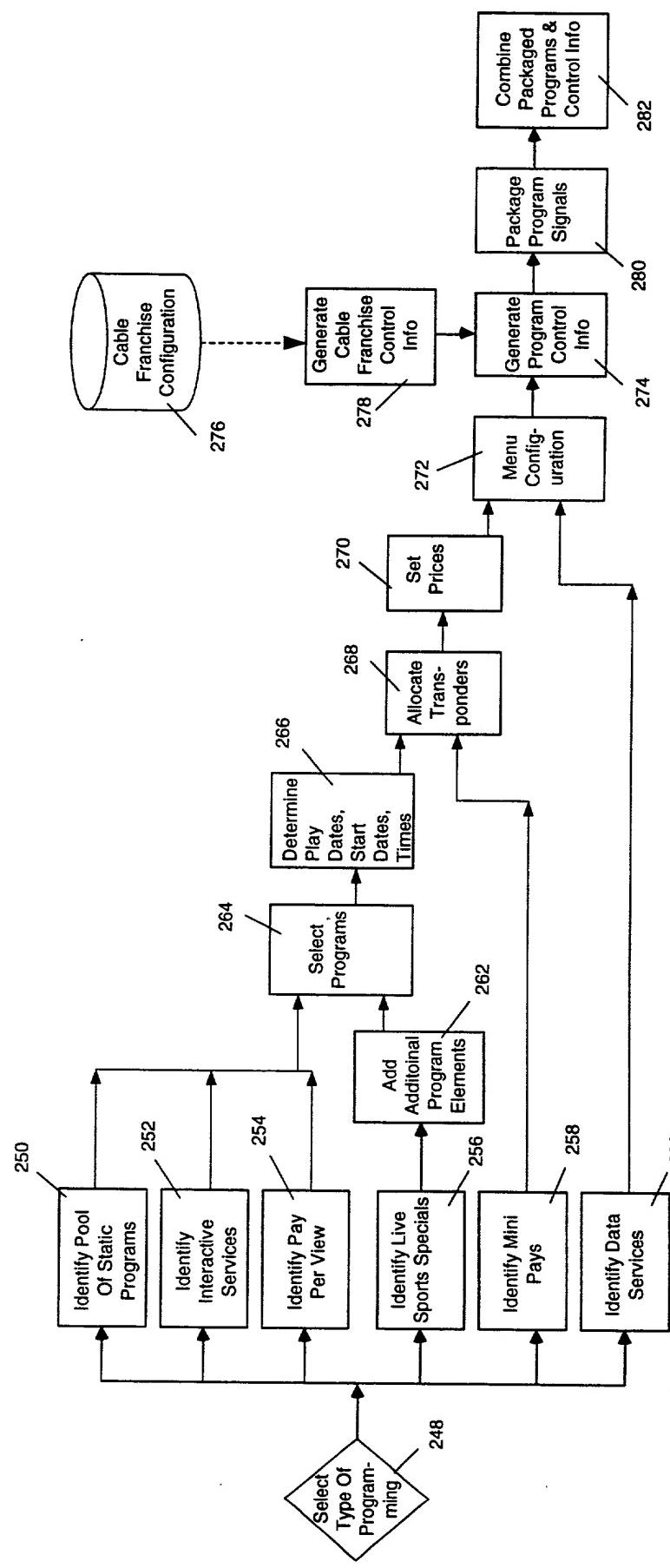
*Fig. 3e*

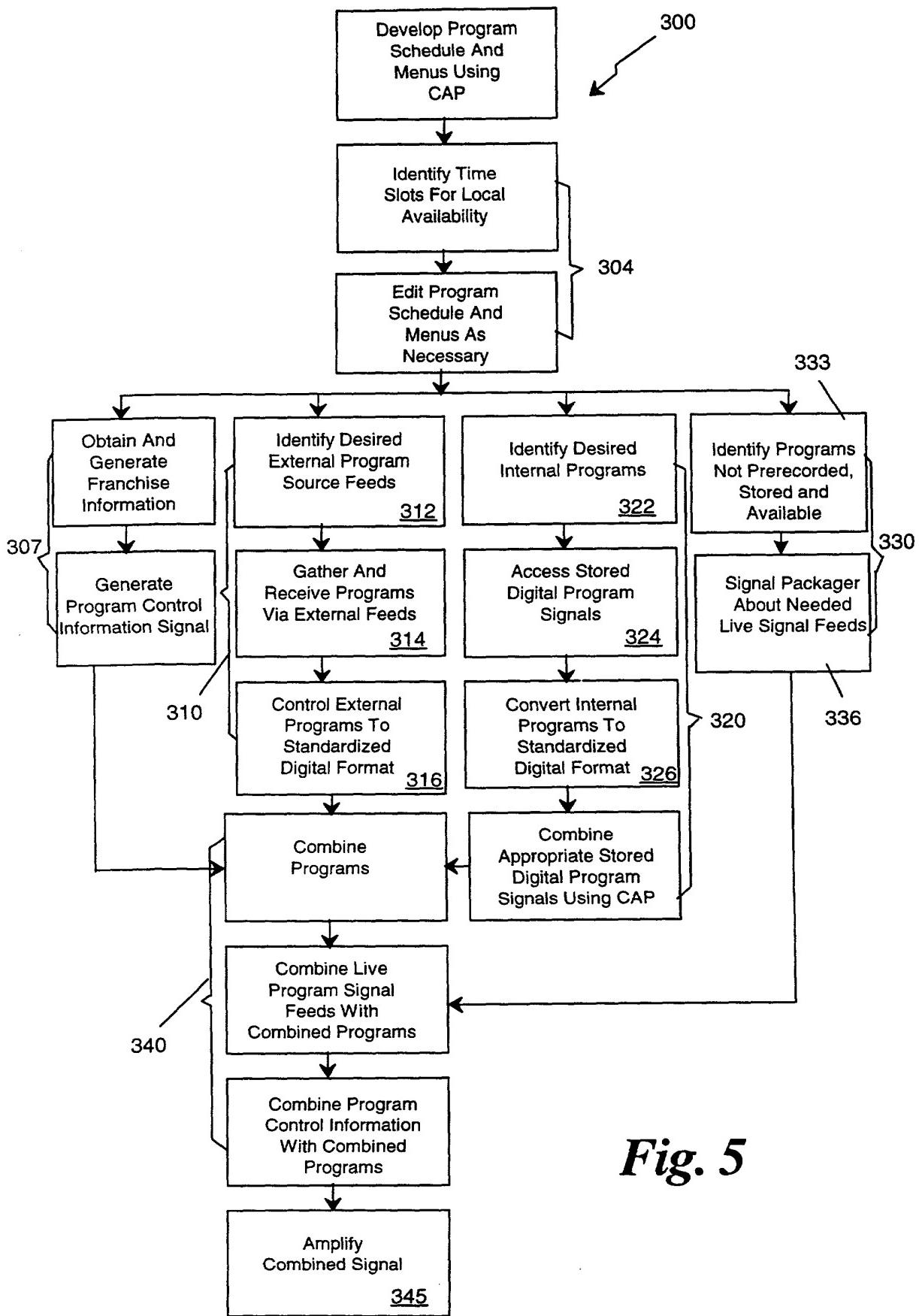
VCTV	COMP.	TYPICAL WEEKDAY PRIME	SATURDAY AFTERNOON IN OCTOBER
COMBO	RATIO		
1	8:1	 HIT MOVIES 8 MOVIE SELECTIONS WITH START TIMES EVERY 15 MINUTES	 HIT MOVIES 6 MOVIE SELECTIONS WITH START TIMES EVERY 15 MINUTES
2	8:1		
3	8:1		
4	8:1		
5	8:1		
6	8:1		
7	8:1		
8	8:1		
9	4:1	 SPORTS 8 SELECTIONS	
10	4:1		
11	8:1	 CHILDRENS 8 SELECTIONS	 CHILDRENS 4 SELECTIONS
12	8:1	 DOCS/NEWS 8 SELECTIONS	 DOCS/NEWS 4 SELECTIONS
13	8:1	 ENTERTAIN- MENT 8 SELECTIONS	 ENTERTAIN- MENT 6 SELECTIONS
14	8:1	 SPECIAL- INTEREST CHANNELS 16 SELECTIONS	 SPECIAL- INTEREST CHANNELS 8 SELECTIONS
15	8:1	PROMOS (1/6 SCREEN)48	PROMOS (1/6 SCREEN)48
16	8:1	DATA STREAM	DATA STREAM
17	8:1 or max	 MUSIC 32 DIGITED STATIONS	 MUSIC 32 DIGITED STATIONS
18	8:1 or max		

*Fig. 4a*



**Fig. 4b**





**Fig. 5**

**PROGRAM CONTROL INFORMATION**  
**Chronologically by Channel**

**12:00 PM**

	<b>*Program name</b>	<b>*Program length</b>	<b>*Menu code</b>	<b>*Description</b>	<b>*Video</b>
1	Cheers	.5	E24	C	N
2	Terminator	2.0	A33	Tx	S
3	PrimeTime	1.0	D14	N	N
4	Football Special	.5	B24	S	N
.					
.					
.					
.					

**12:30 PM**

	<b>*Program name</b>	<b>*Program length</b>	<b>*Menu code</b>	<b>*Description</b>	<b>*Video</b>
1	Simpsons	.5	E14 & C13	A	S
4	FootballGame	3.0	B13	S	N
.					
.					
.					
.					

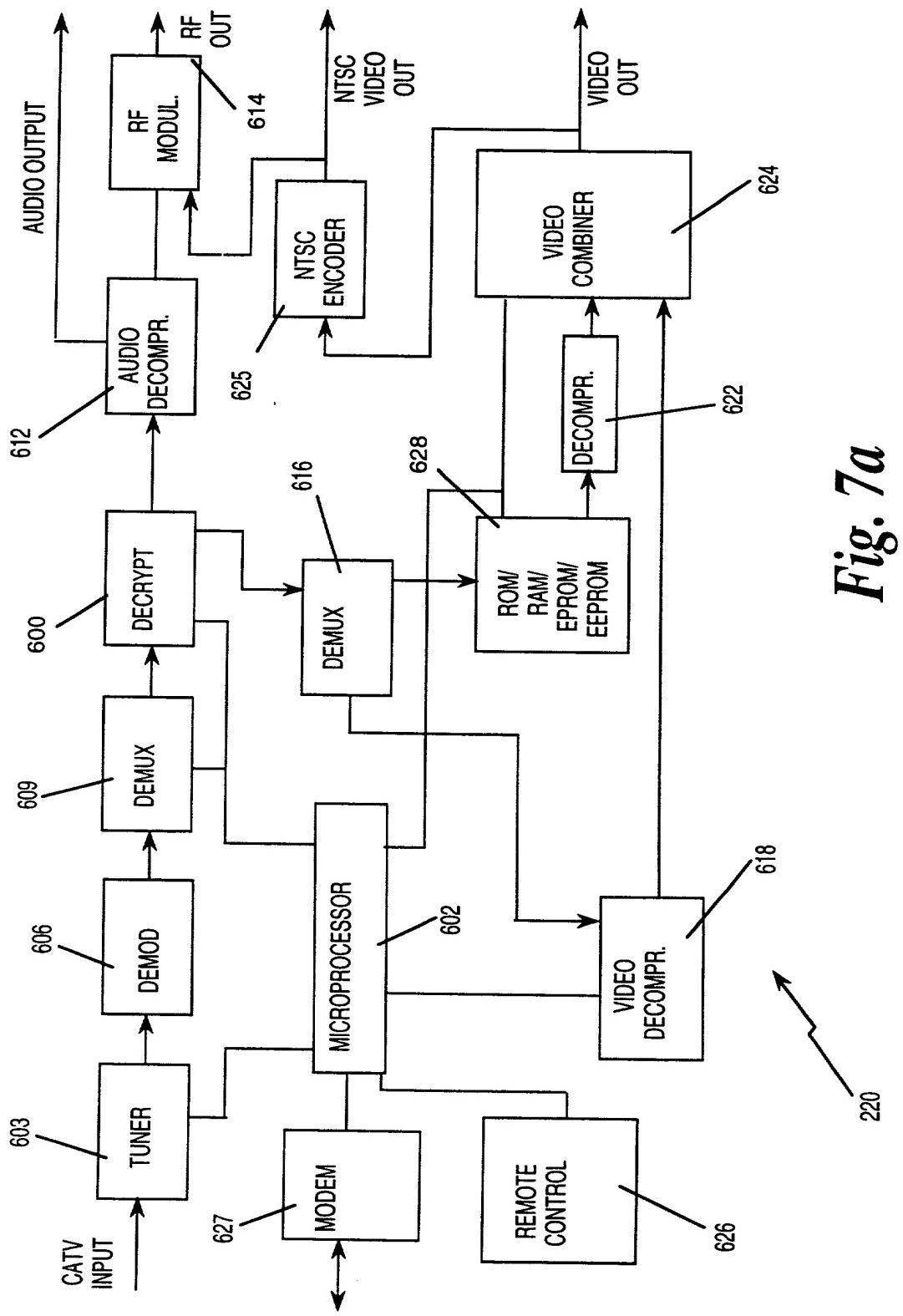
**1:00 PM**

	<b>*Program name</b>	<b>*Program length</b>	<b>*Menu code</b>	<b>*Description</b>	<b>*Video</b>
1	Jaws	2.0	E16	Tx	S
3	Bugs Buny	1.0	C25	A	N
.					
.					
.					

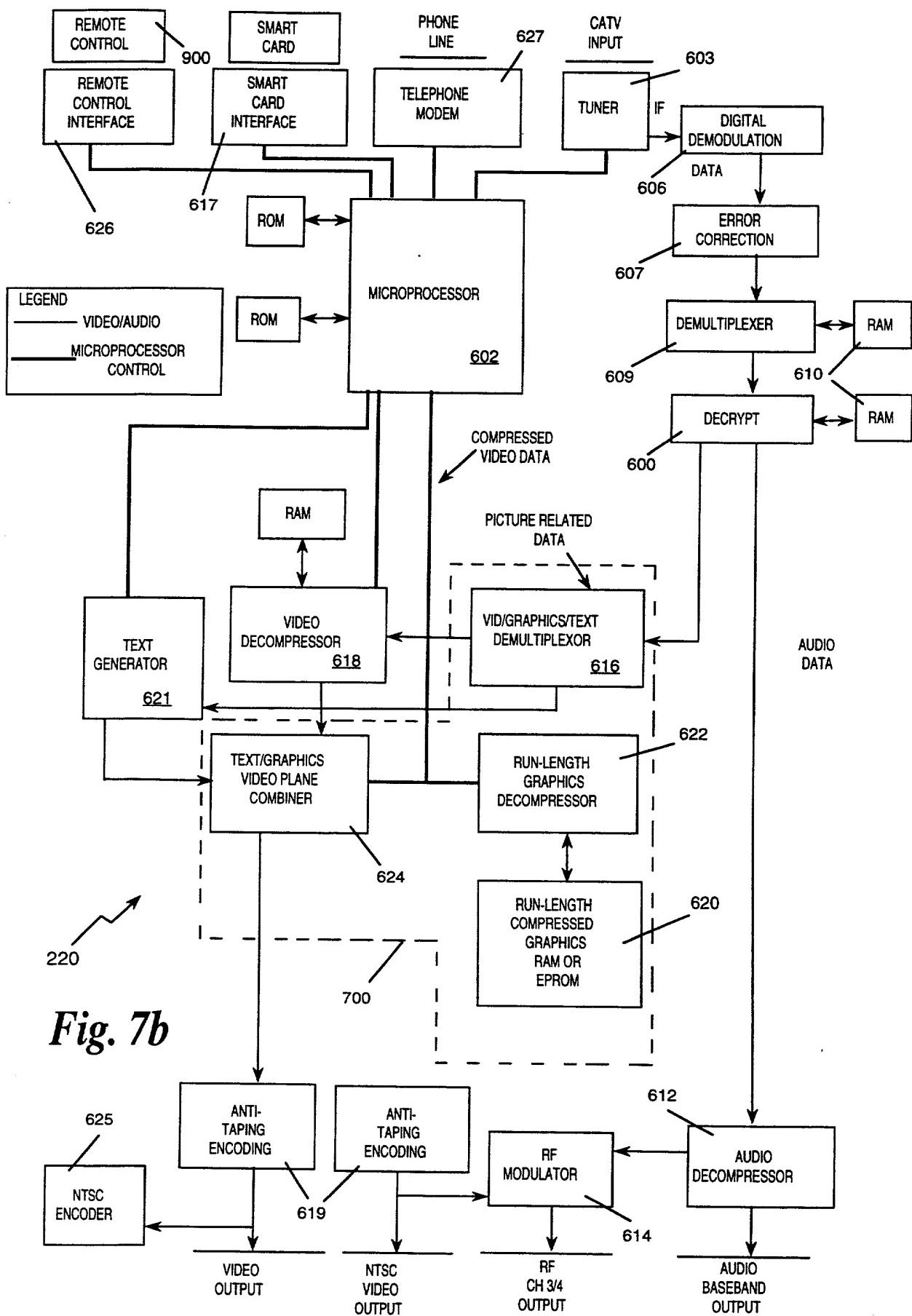
**1:30 PM**

.
.
.

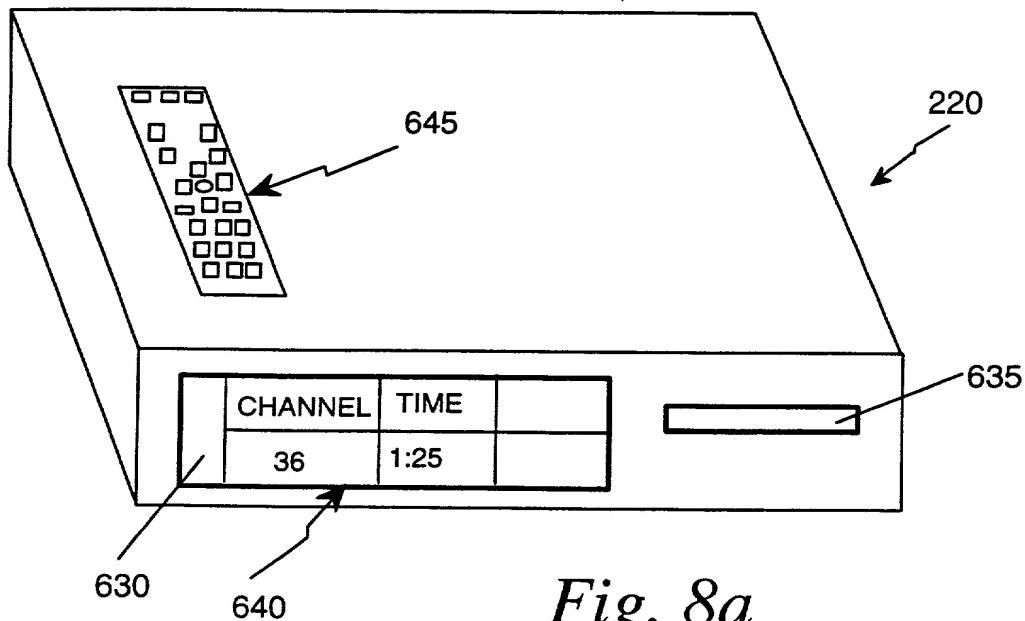
*Fig. 6*



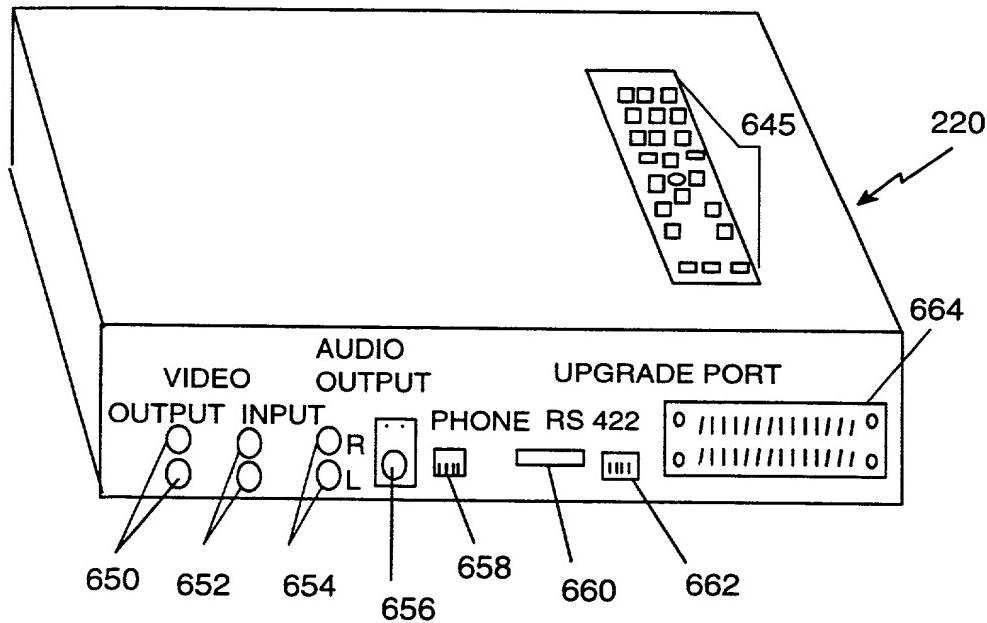
**Fig. 7a**



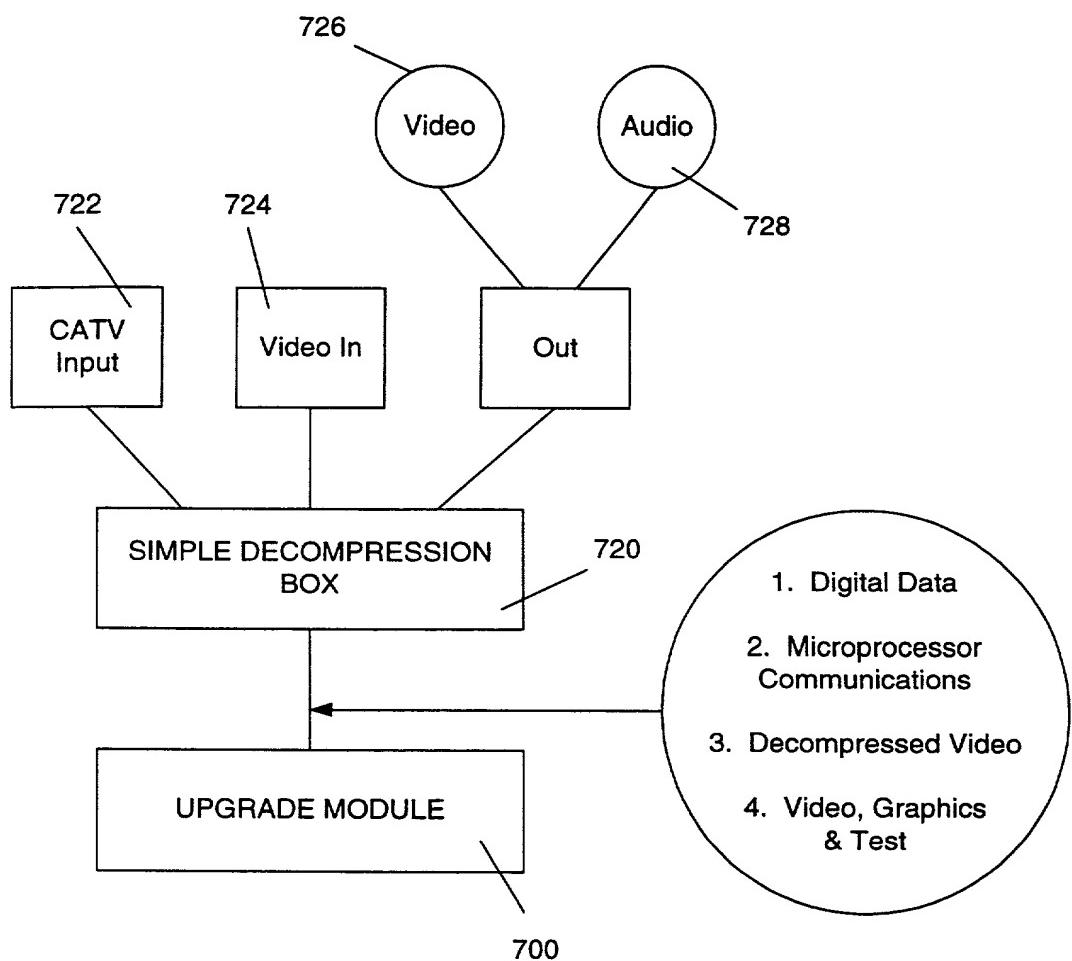
**Fig. 7b**



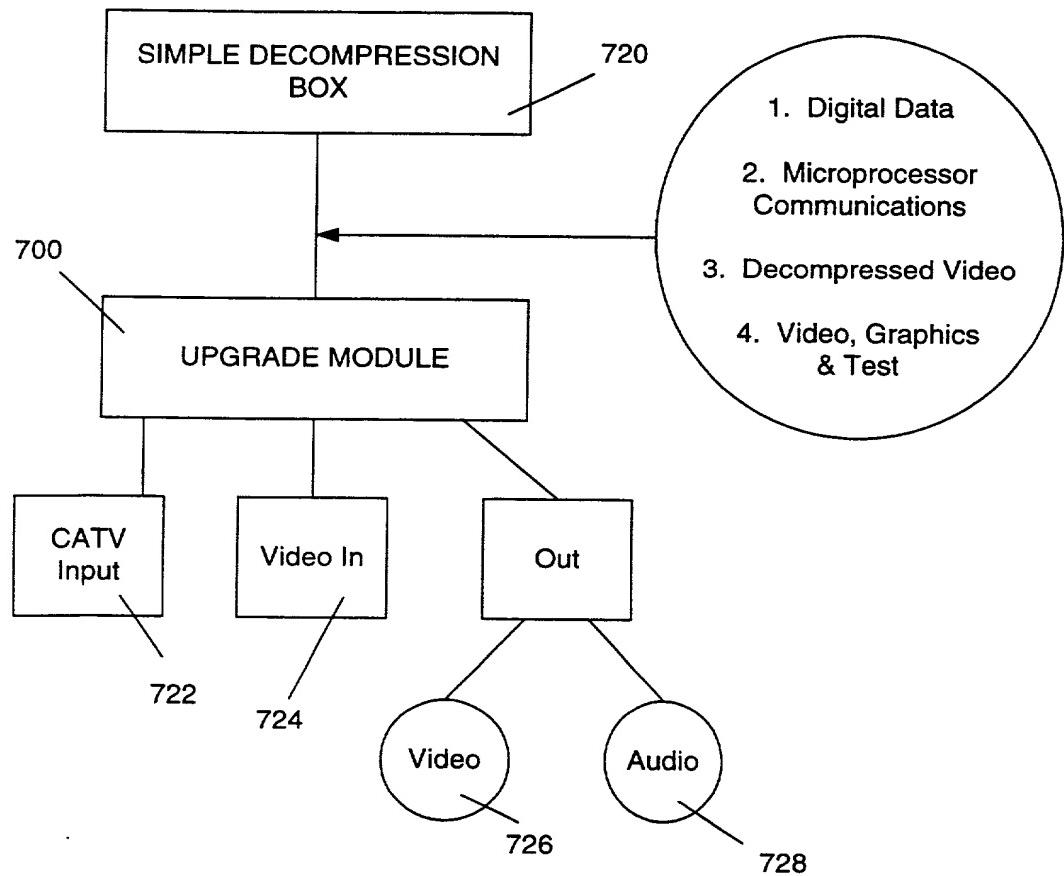
*Fig. 8a*



*Fig. 8b*



*Fig. 9a*



*Fig. 9b*

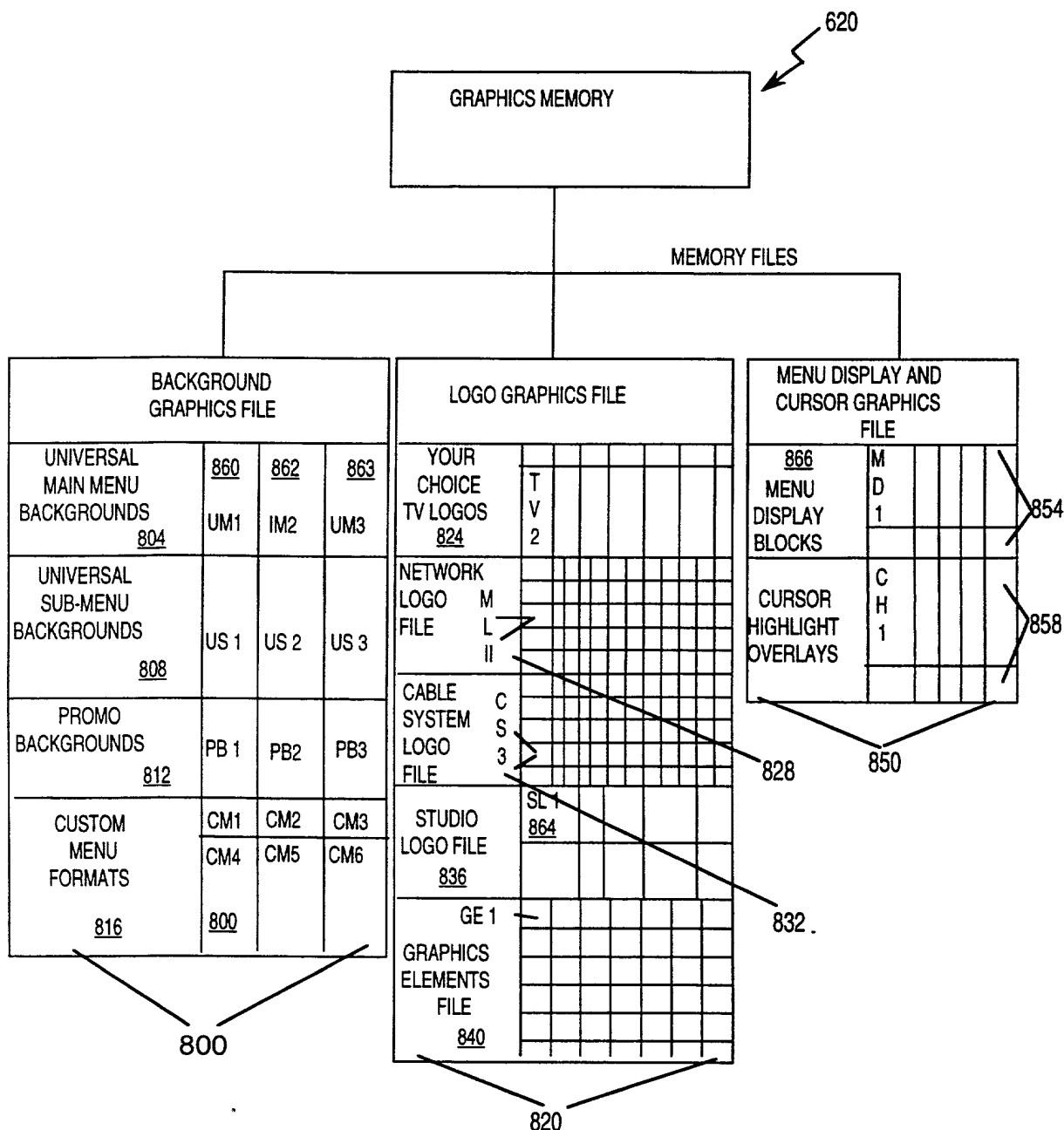
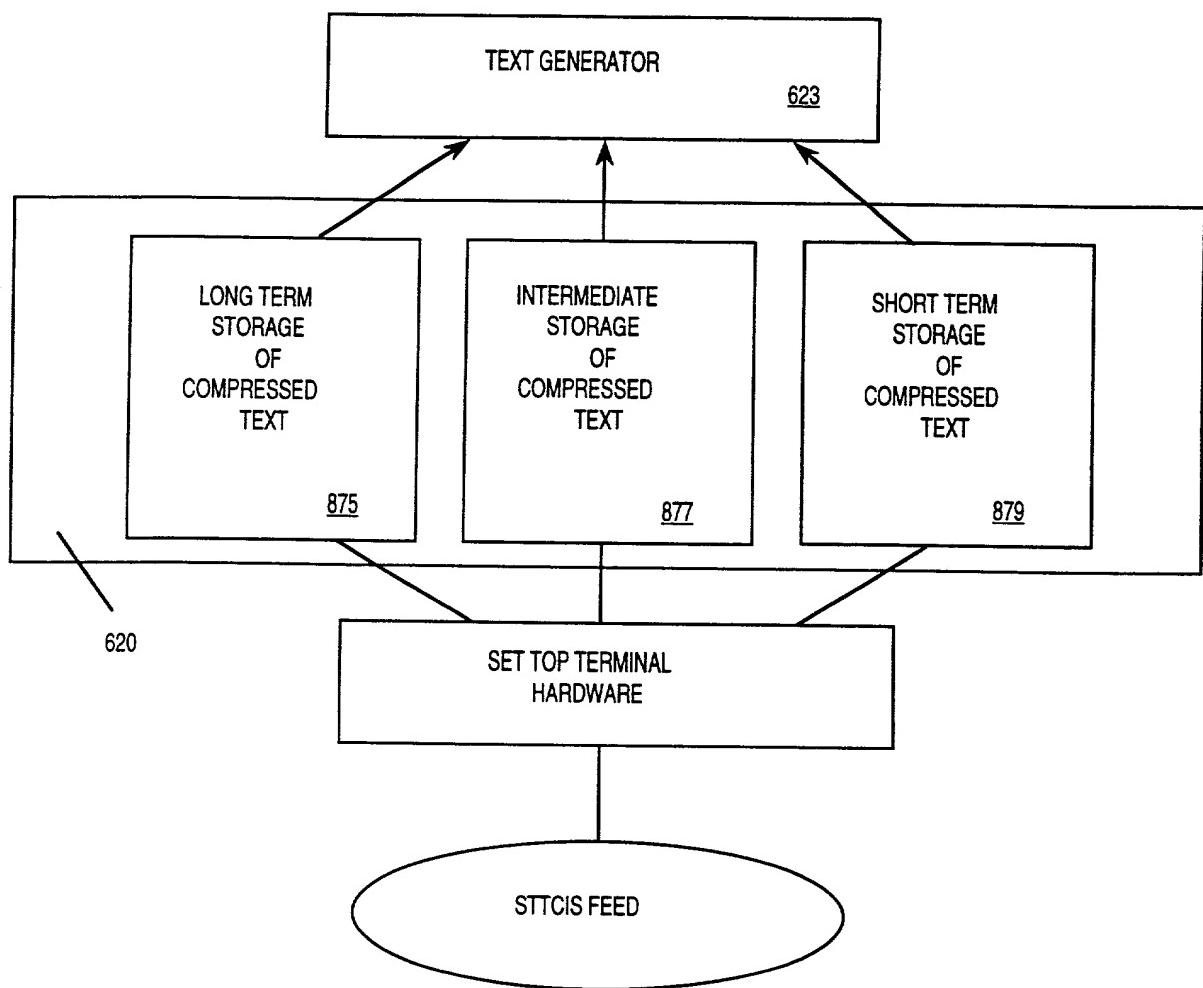
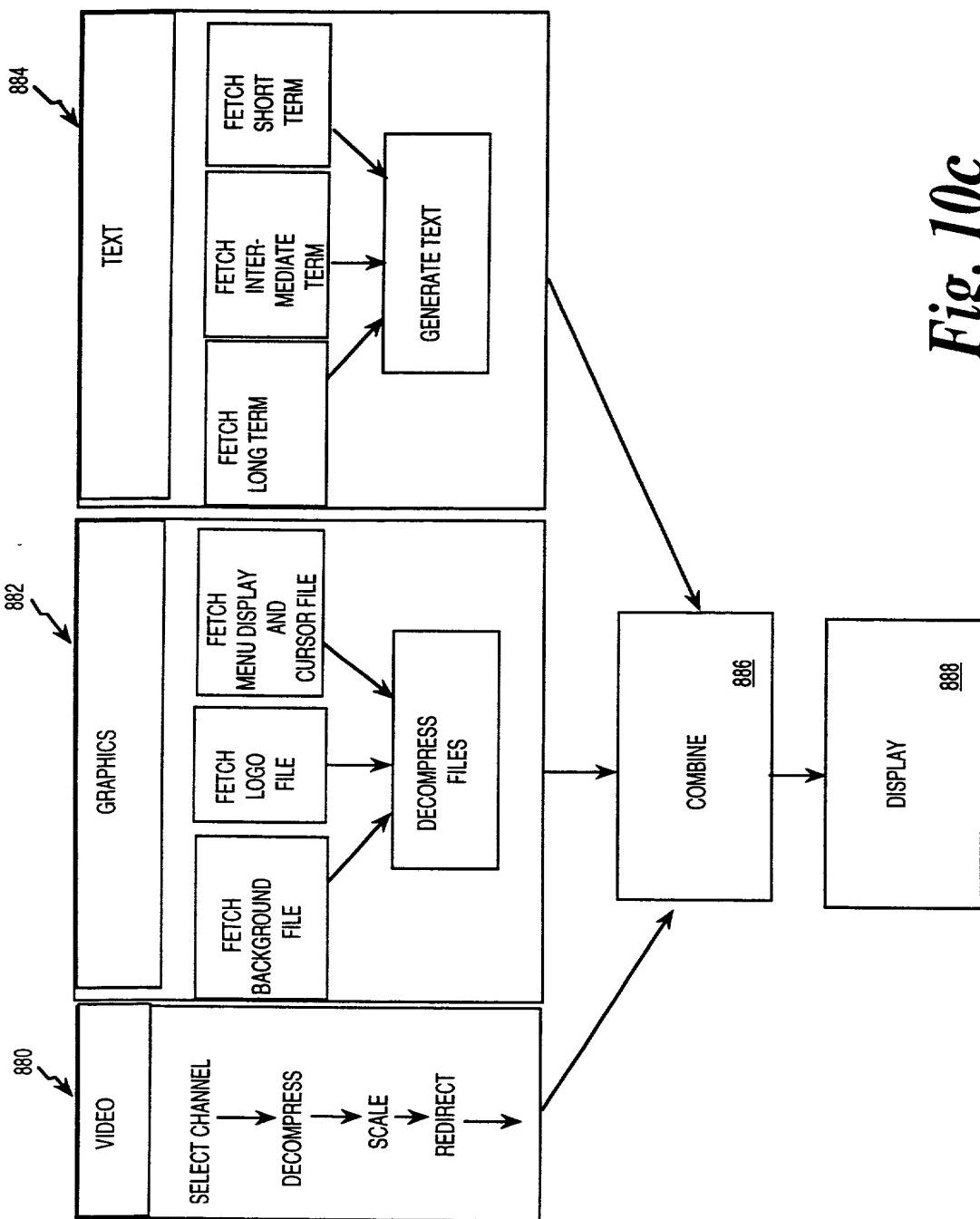


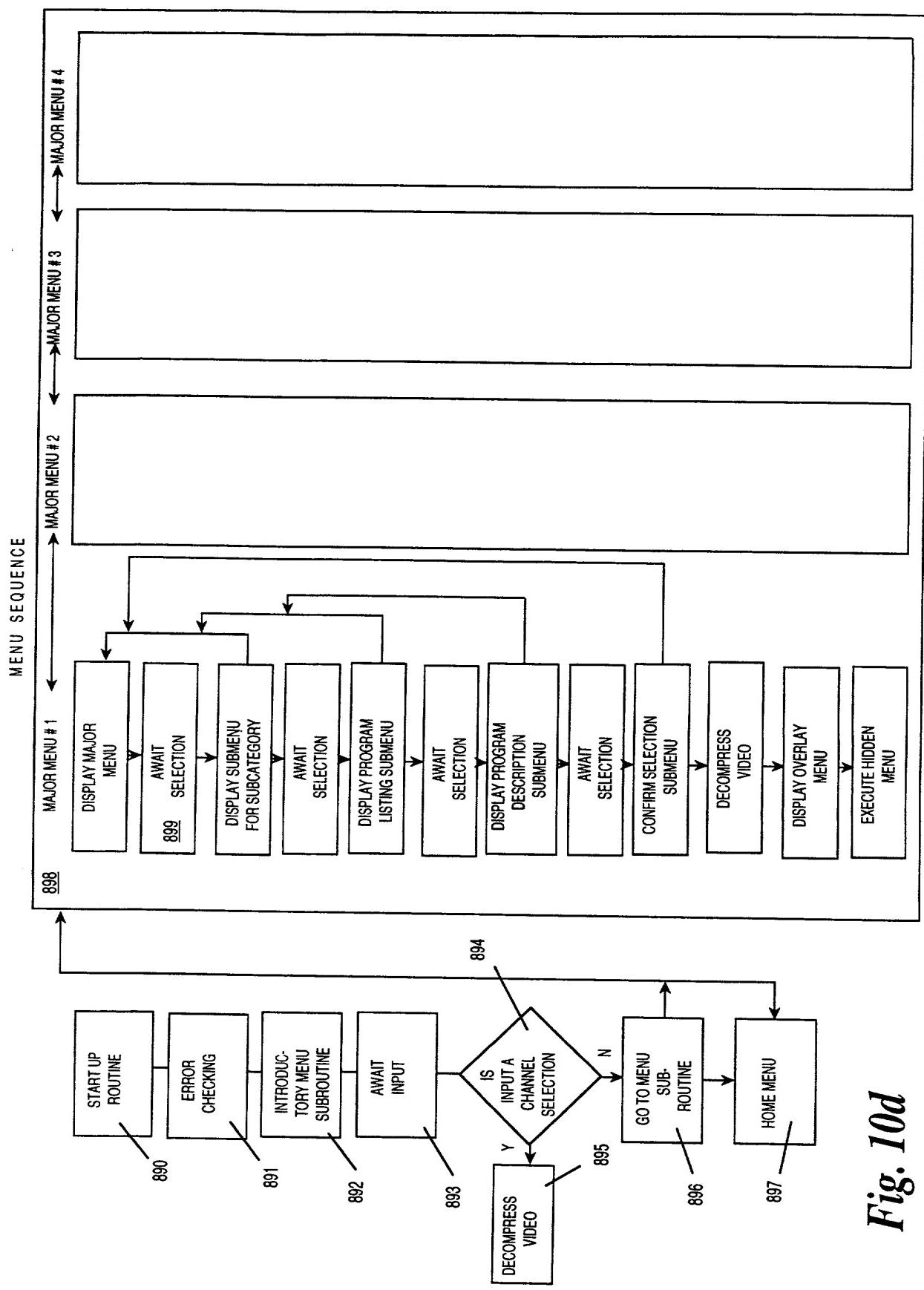
Fig. 10a



*Fig. 10b*

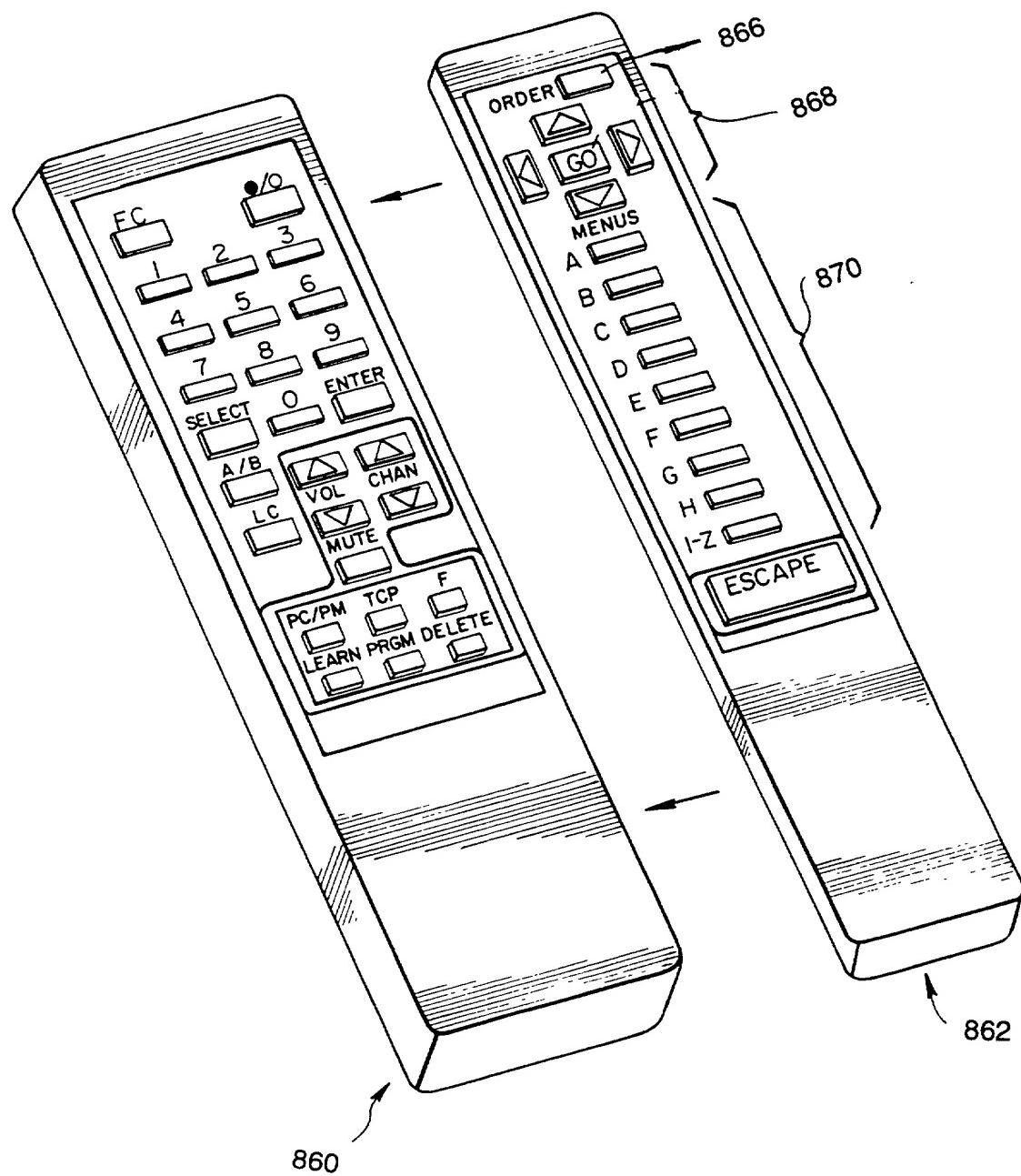
*Fig. 10c*



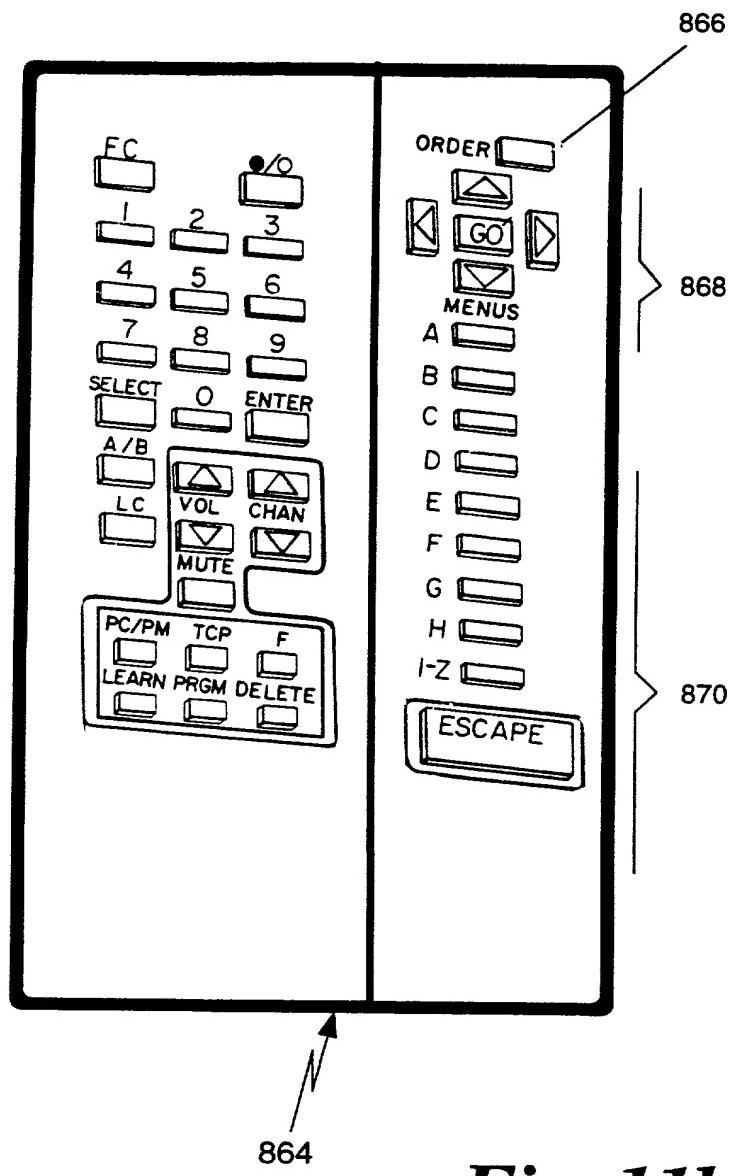


**Fig. 10d**

*Fig. 11a*

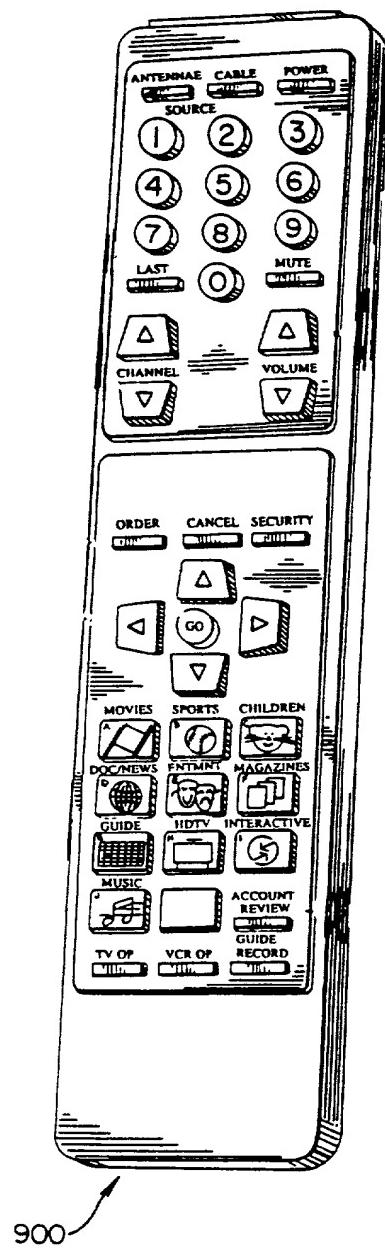


0 0 0 0 0 0 0 0 0

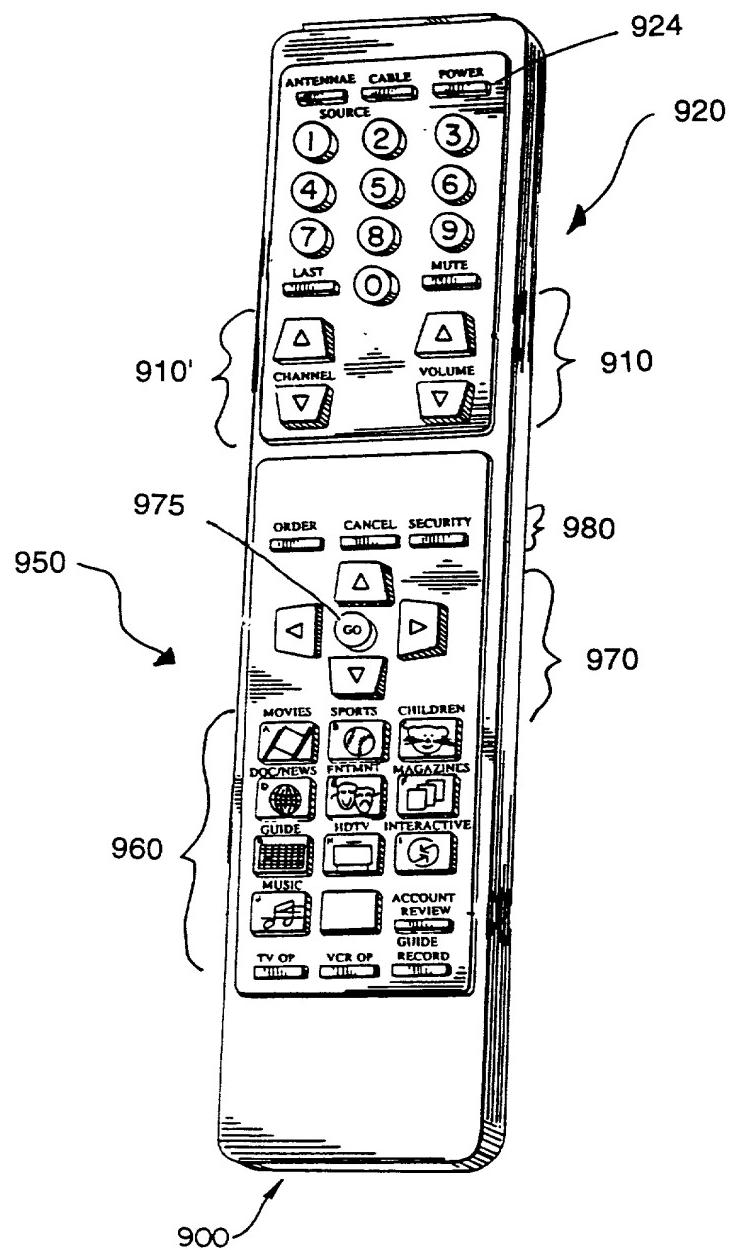


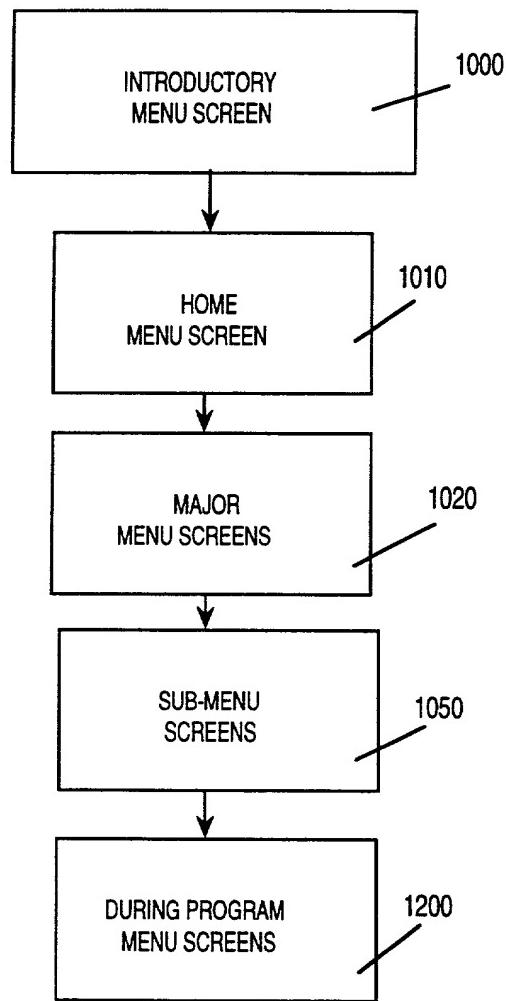
*Fig. 11b*

*Fig. 12a*



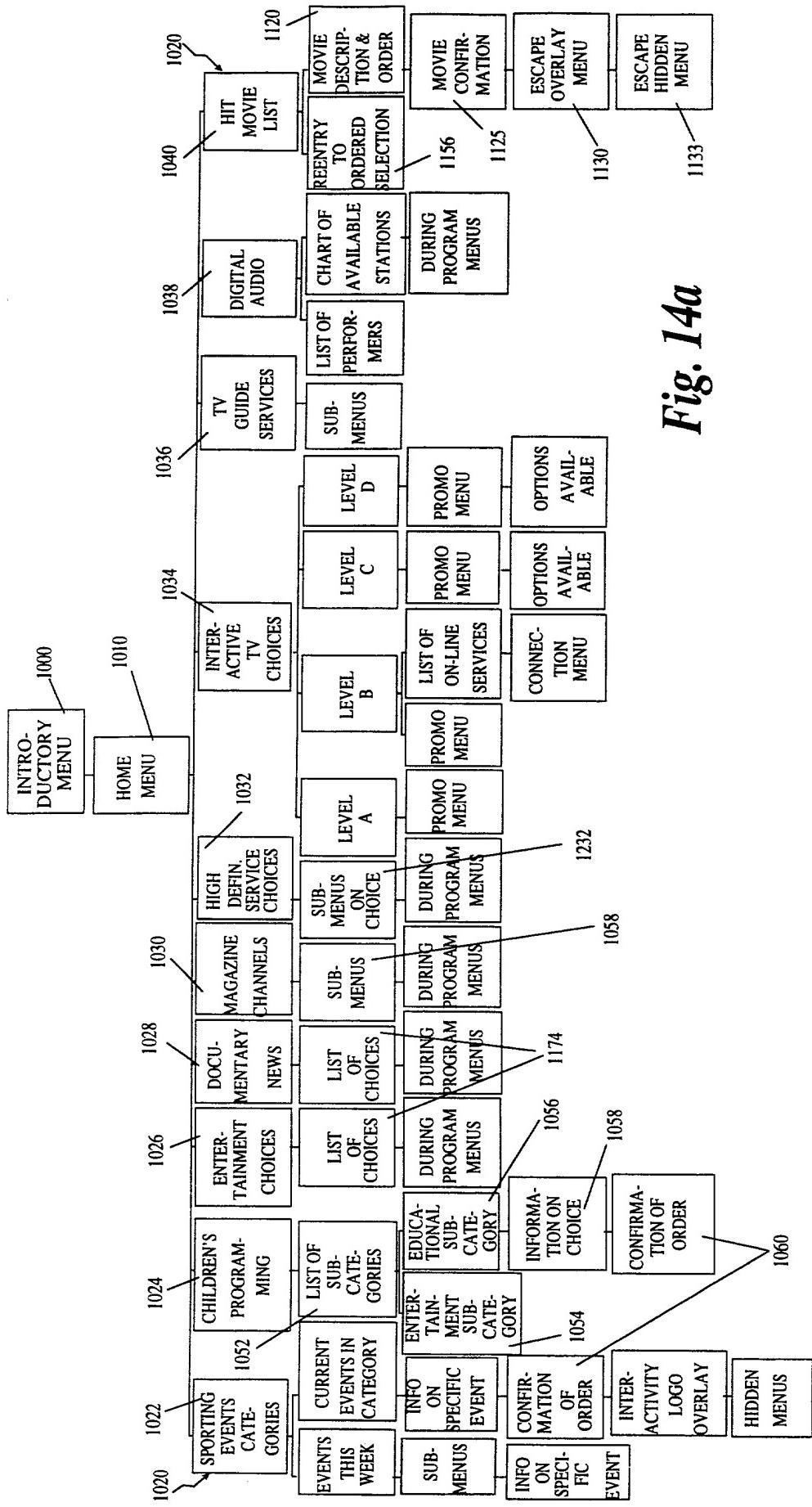
*Fig. 12b*



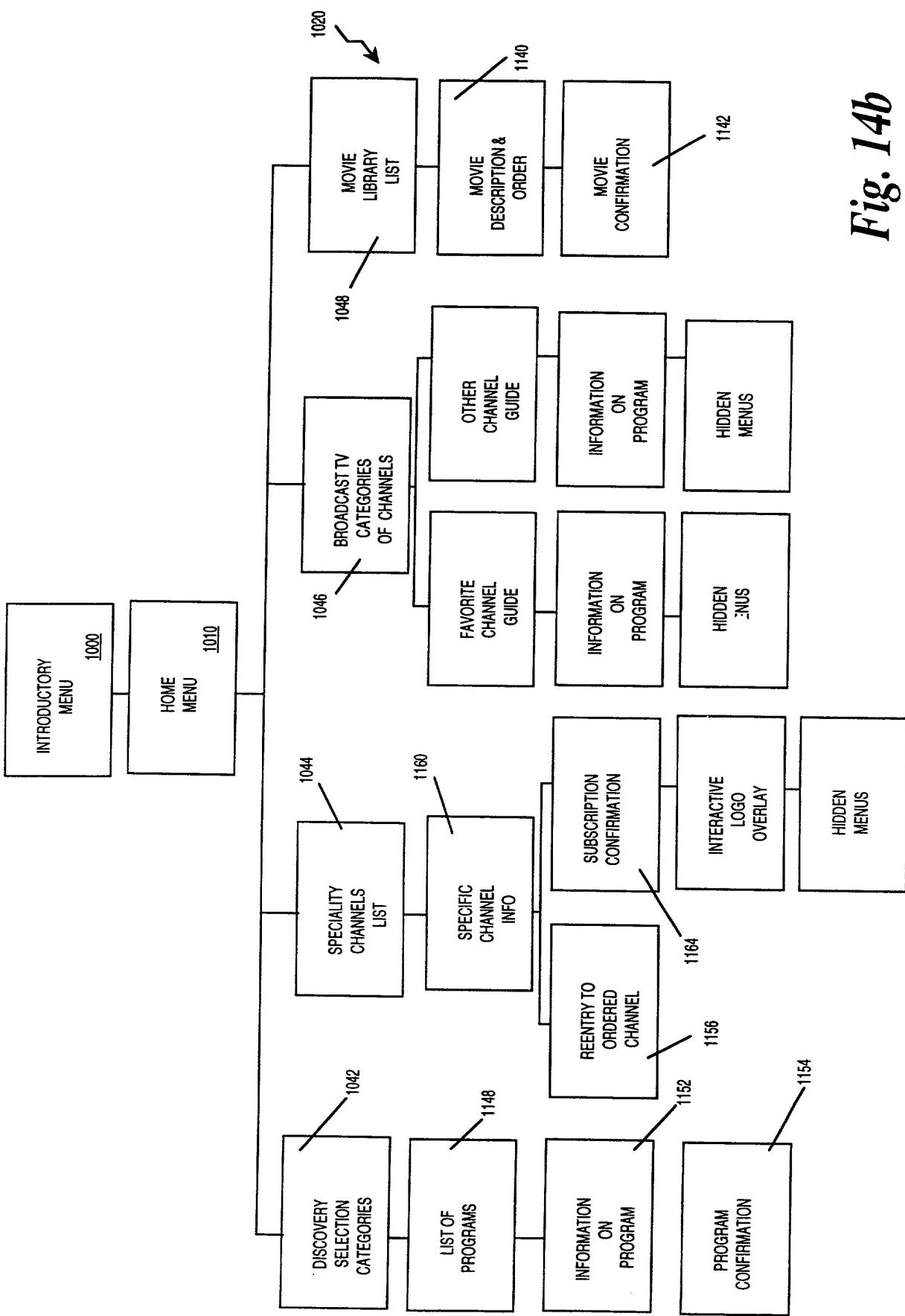


*Fig. 13*

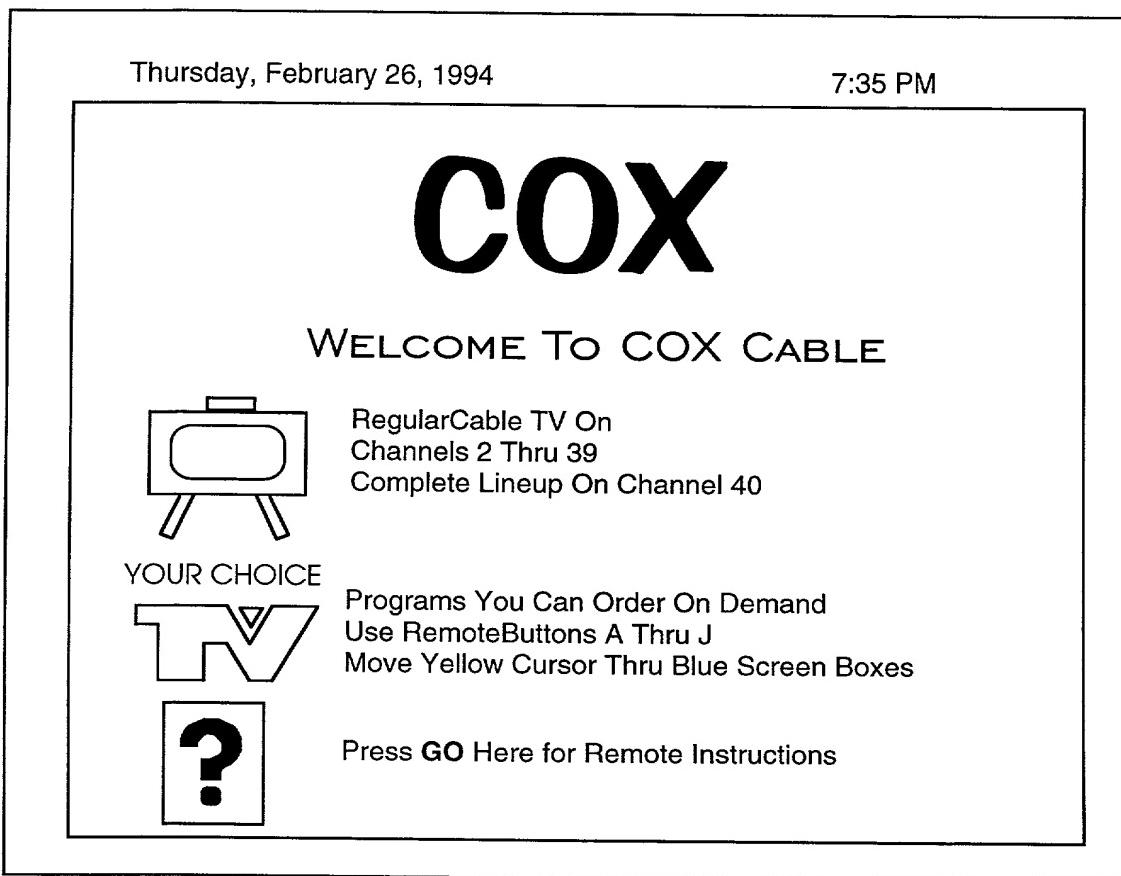
*Fig. 14a*



**Fig. 14b**

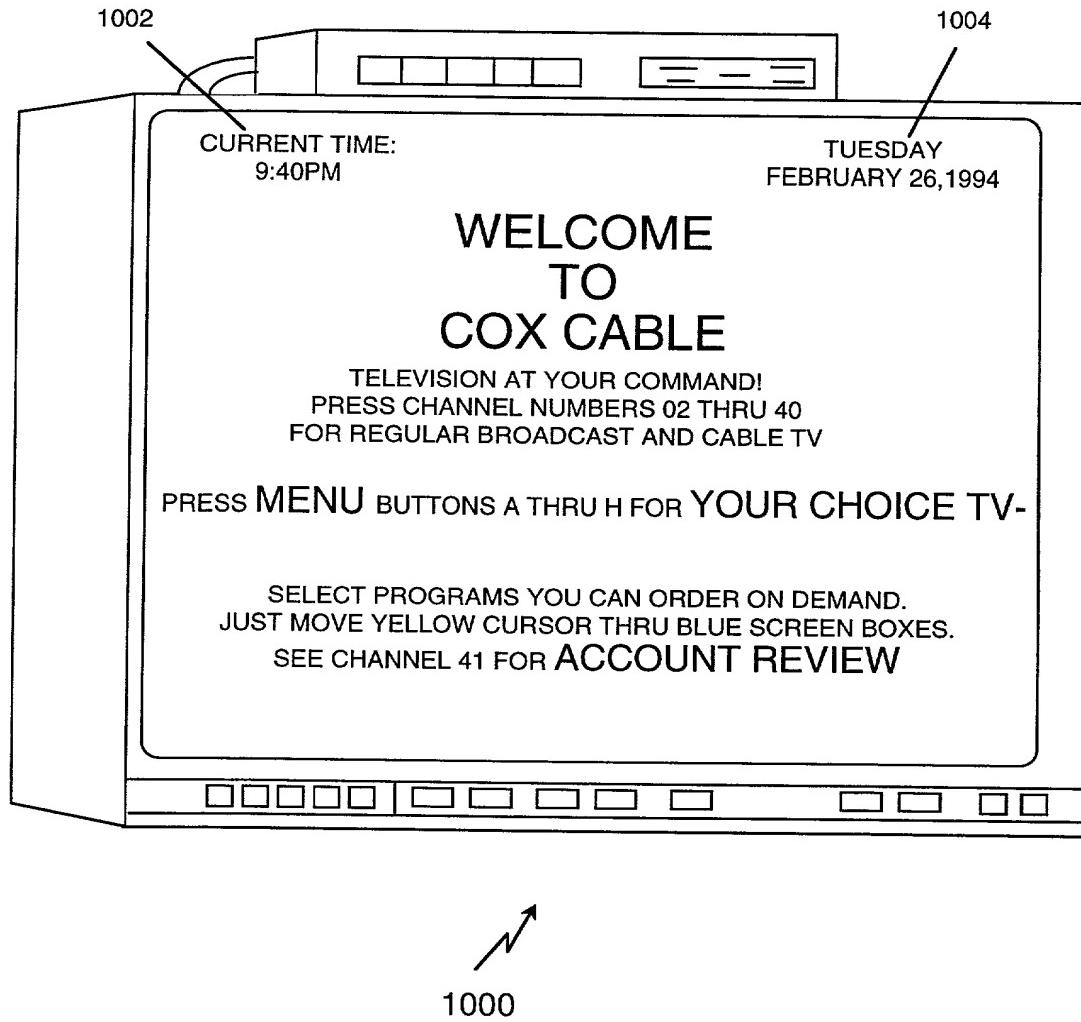


*Fig. 15a*

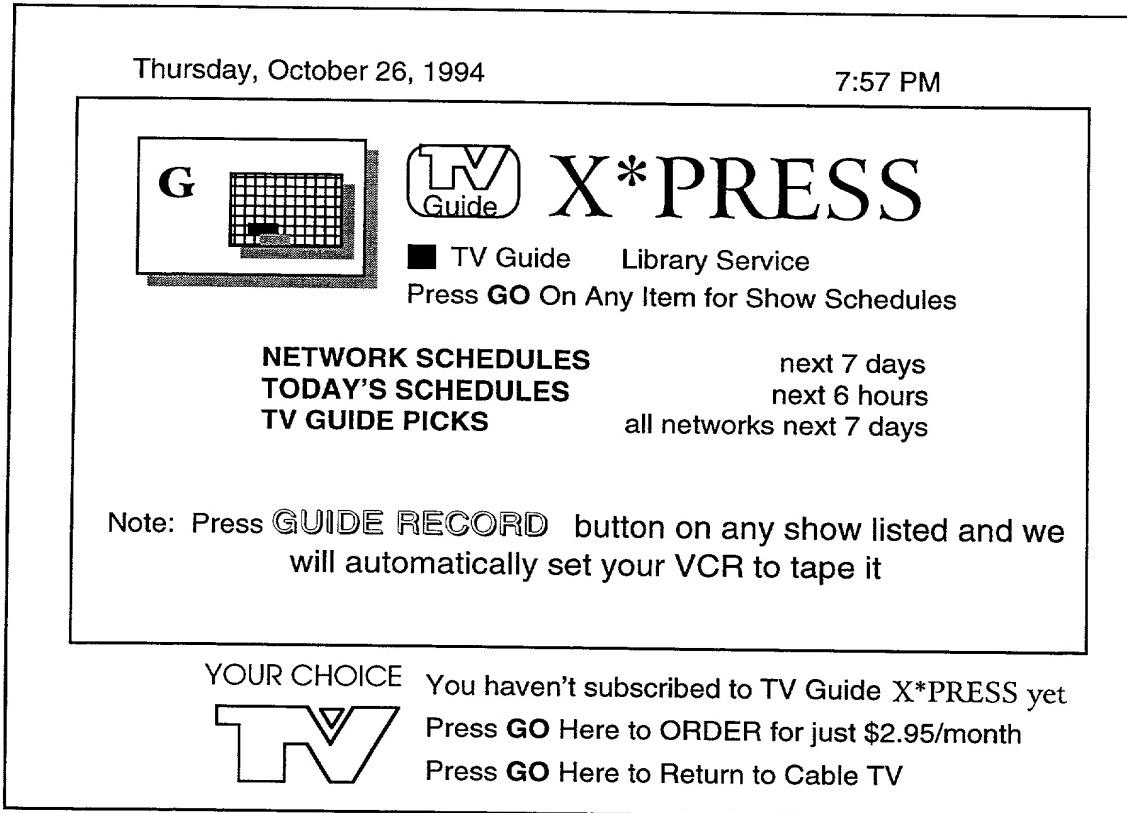


1000

*Fig. 15b*

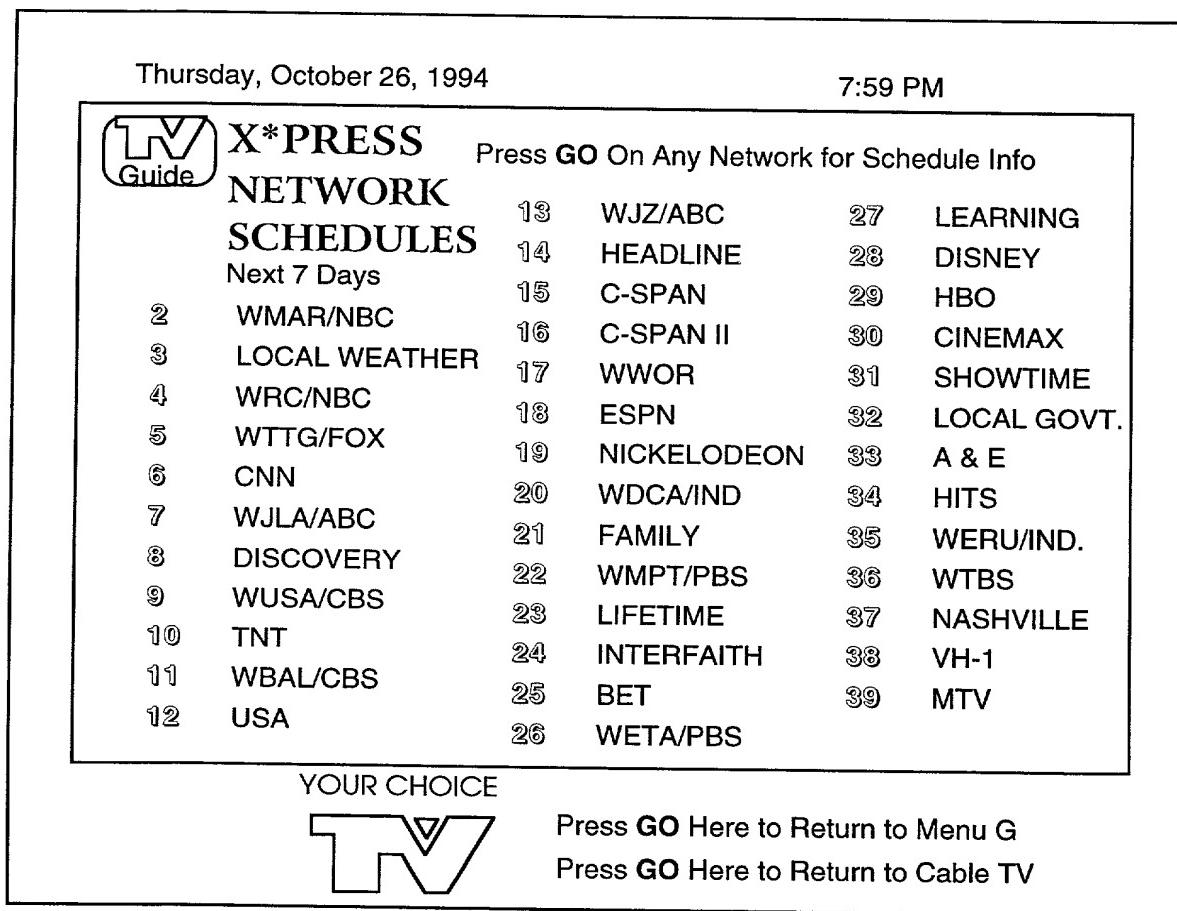


*Fig. 16a*



1036

*Fig. 16b*



1236

*Fig. 16c*

Thursday, October 26, 1994      7:59 PM

**HBO** **PROGRAMMING SCHEDULE Next 7 Days** **X\*PRESS**  
**TV Guide**

Press GO On The Day You Want To Review

TODAY	October 26, 1994
FRIDAY	October 26, 1994
SATURDAY	October 26, 1994
SUNDAY	October 26, 1994
MONDAY	October 26, 1994
TUESDAY	October 26, 1994
WEDNESDAY	October 26, 1994

**YOUR CHOICE**

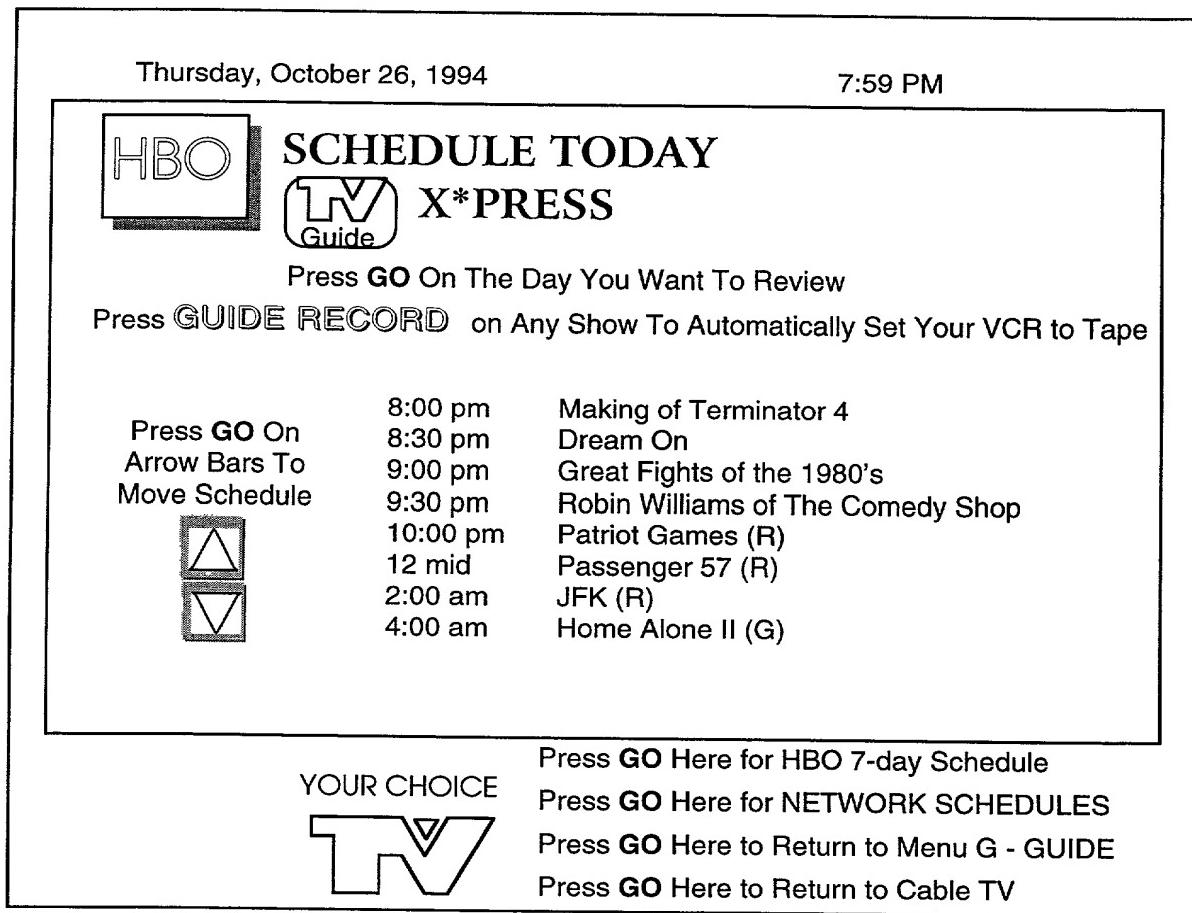
**TV**

Press GO Here for NETWORK SCHEDULES  
Press GO Here to Return to Menu G - GUIDE  
Press GO Here to Return to Cable TV

1238



*Fig. 16d*



1242

*Fig. 16e*

Thursday, October 26, 1994                            7:59 PM

**HBO** **SCHEDULE TODAY** **X\*PRESS** **show description**

**TV Guide**

Press **GO** On The Day You Want To Review  
Press **GUIDE RECORD** on Any Show To Automatically Set Your VCR to Tape

**GREAT FIGHTS OF THE 1980's**  
9:00 pm 10/26/94 on HBO

This 30 minute special takes a look at the great boxing duels of the 1980's. Compiled from HBO's sports library and features Sugar Ray Leonard, the Spinks brothers, Mike Tyson, Boom Boom Mancini and many others. Includes the 10 greatest knockout punches landed in the 80's.

**YOUR CHOICE**

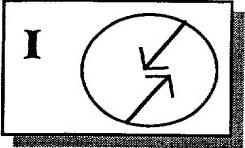
**TV**

Press **GO** Here to Return to Schedule  
Press **GO** Here to Return to Cable TV

1244

*Fig. 17a*

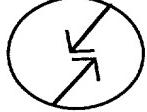
Thursday, October 26, 1994                            8:00 PM

**I** 

## INTERACTIVE SERVICES LEVEL A

There are three levels of interactivity possible with your cable television digital converter.

**Level a** is live interactivity with specially encoded cable and broadcast programs. . . available whenever you see this symbol. . .



This service offers enlightening information about programs, fun quizzes for the family, geographical facts, contests, and much more!

**YOUR CHOICE**

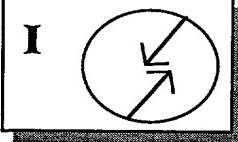
**TV**

Press **GO** Here to order Level A interactivity for just \$4.95 per month and enjoy interactivity immediately  
Press **GO** Here for More Information  
Press **GO** Here to Return to Cable TV

1304

*Fig. 17b*

Thursday, October 26, 1994                            8:00 PM

**I** 

## INTERACTIVE SERVICES LEVEL B

This level of interactivity allows you to access a wide range of services including:

PRODIGY AMERICA ON LINE X*PRESS AIRLINE RESERVATIONS HOTEL RESERVATIONS	ENCYCLOPEDIA ATLAS SHOPPING CENTER ASSOCIATED PRESS U.S. YELLOW PAGES
---	---

To take advantage of these services, an **INTERACTIVE MODEM** is required. This is available from your cable system. For installation and price information, contact your cable system today.

YOUR CHOICE

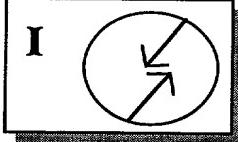
**TV** 

Press **GO** Here for More Information  
Press **GO** Here to Return to Cable TV

1306

*Fig. 17c*

Thursday, October 26, 1994                            8:00 PM

**I** 

**INTERACTIVE SERVICES  
LEVEL C**

Your digital converter can be connected to specially adapted CD-I and CD-ROM units that offer an enormous range of multi-media experiences for you and your family. Your cable system representative can describe all the details.

A free brochure is available

Please call today for details.

YOUR CHOICE

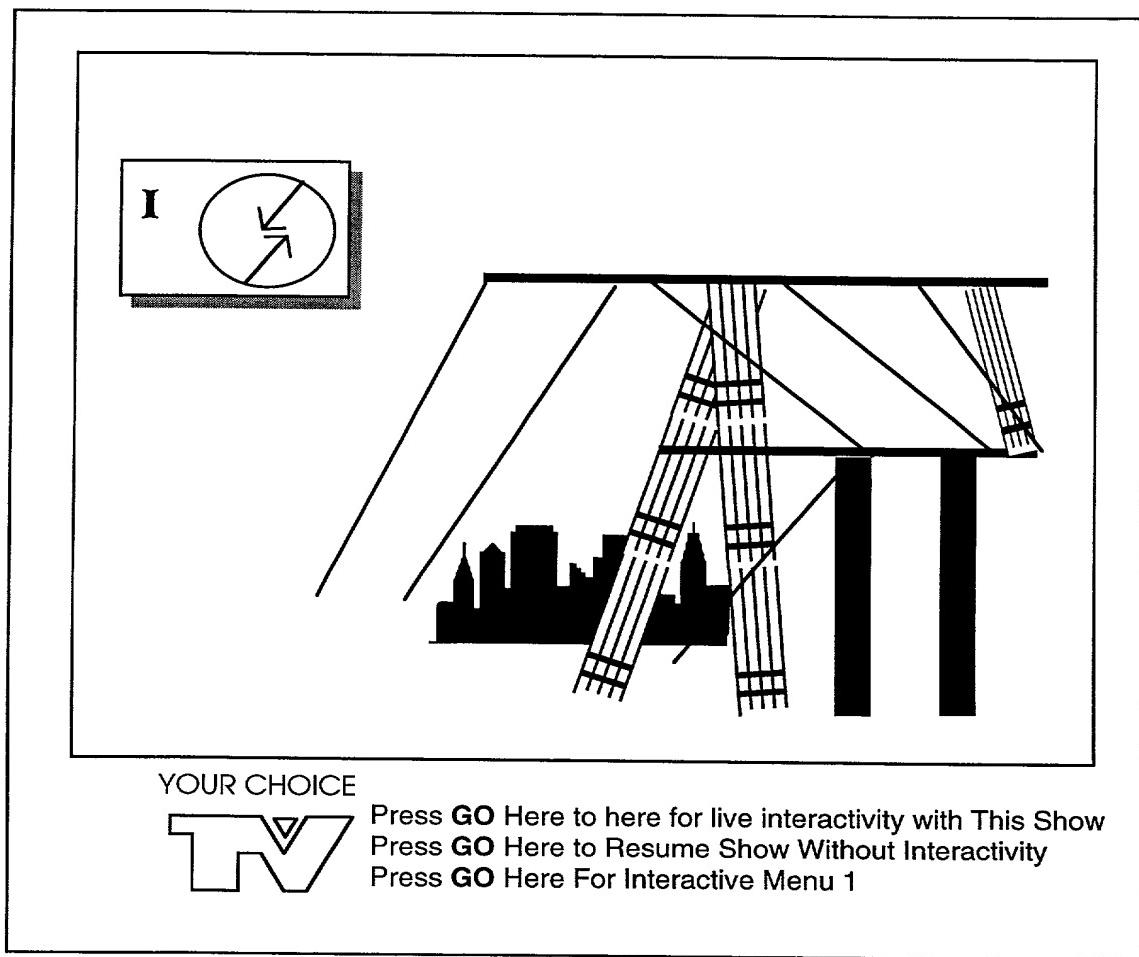
**TV**

Press **GO** Here to order Level A interactivity for just \$4.95 per month and enjoy interactivity immediately

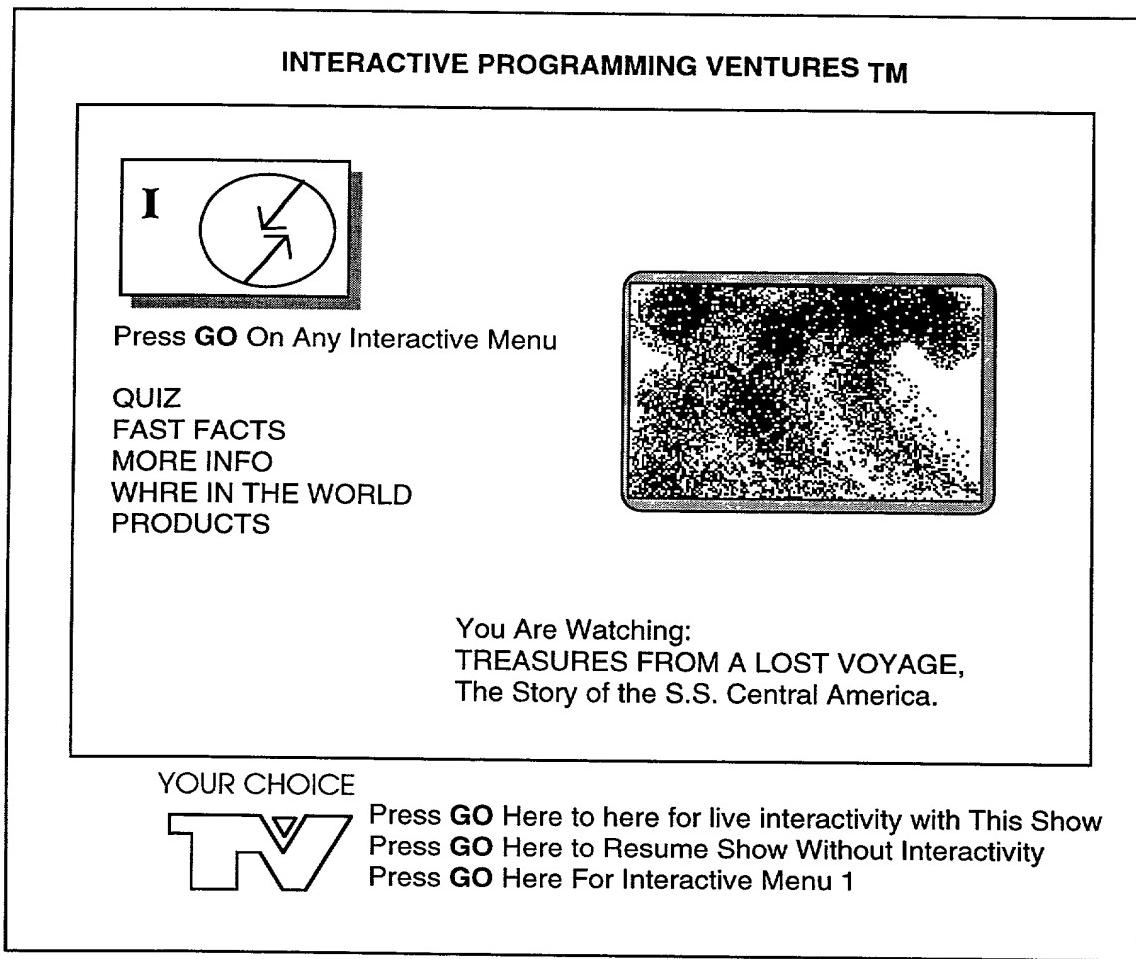
Press **GO** Here to Return to Cable TV

1308

*Fig. 17d*



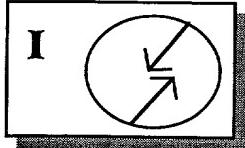
*Fig. 17e*



1312

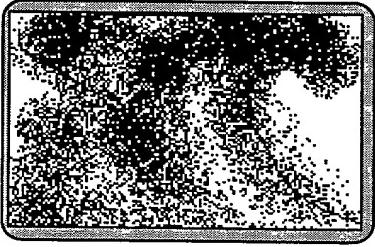
*Fig. 17f*

INTERACTIVE PROGRAMMING VENTURES TM

**I** 

Press **GO** On Any Interactive Menu

QUIZ  
FAST FACTS  
MORE INFO  
WHRE IN THE WORLD  
PRODUCTS



**FAST FACTS**

In September 1857, the S.S. Central America, a sidewheel paddle steamer, sank approximately 160 miles off the coast of the Carolinas. In addition to carrying 578 passengers, the ship was carrying more than \$1 million worth of gold --now worth about \$500 million. Now more than 100 years later, two high school buddies put together a scientific team that located the ship and recovered the cargo. END

YOUR CHOICE

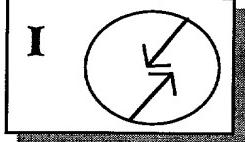


Press **GO** Here to Resume Show Without Interactivity  
Press **GO** Here For Interactive Menu 1

*Fig. 17g*

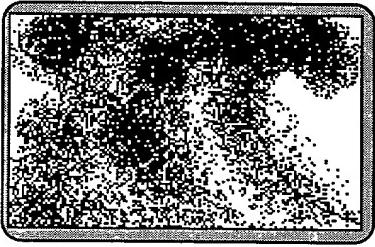
MESSAGE CENTER GO

INTERACTIVE PROGRAMMING VENTURES TM

**I** 

Press GO On Any Interactive Menu

QUIZ  
FAST FACTS  
MORE INFO   
WHERE IN THE WORLD  
PRODUCTS



The incoming water produced a deadly domino effect. The boiler fires went out, and the engines stopped. Since the coal was wet, the engines could not be restarted. While the ship had bilge pumps to get rid of the water, the bilge pumps needed the engines for power. Since no power was available, the pumps could not prevent the ship from flooding.

YOUR CHOICE



Press GO Here to Resume Show Without Interactivity  
Press GO Here For Interactive Menu 1

1316

*Fig. 17h*

INTERACTIVE PROGRAMMING VENTURES TM

Press GO On Any Interactive Menu

QUIZ  
FAST FACTS  
MORE INFO   
WHERE IN THE WORLD  
PRODUCTS

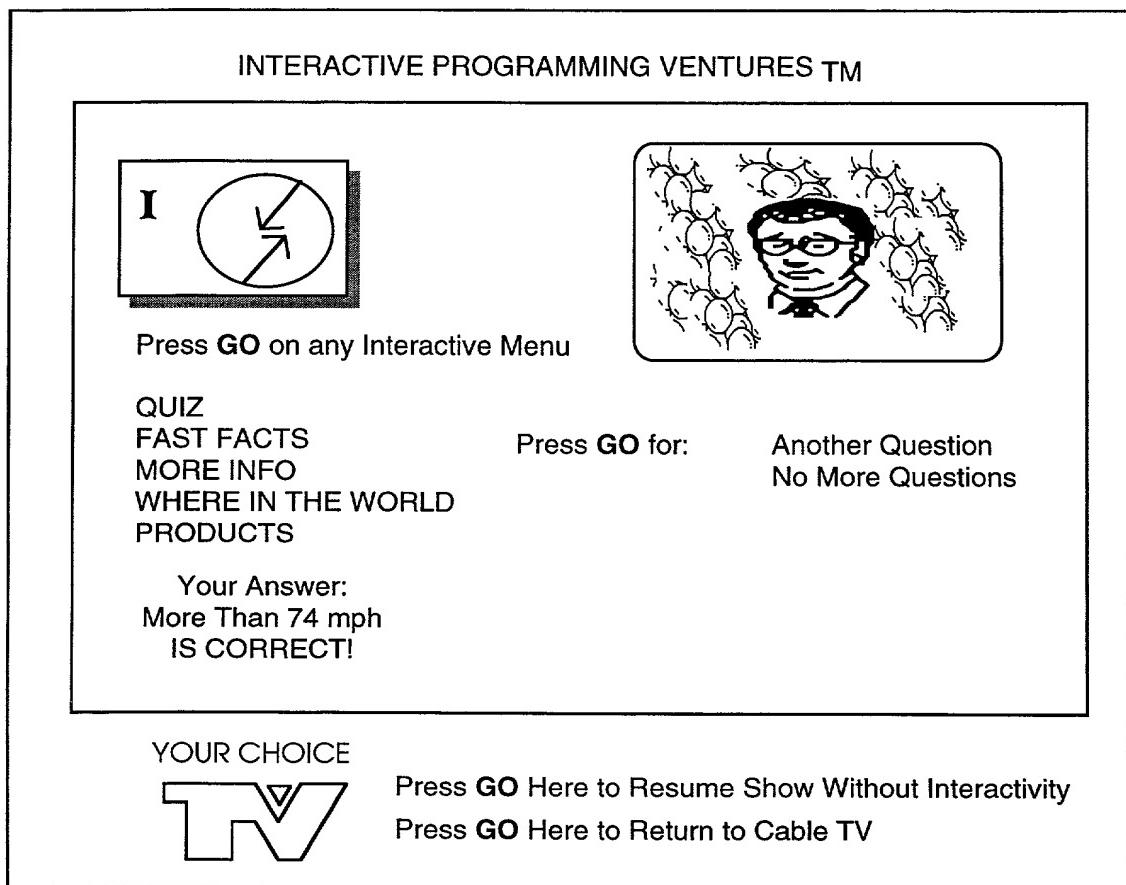
Question 1 of 48:  
What is the minimum wind speed required for a storm to be classified as a HURRICANE?

More than 40 mph  
More than 45 mph  
More than 74 mph  
More than 85 mph  
More than 100 mph

YOUR CHOICE

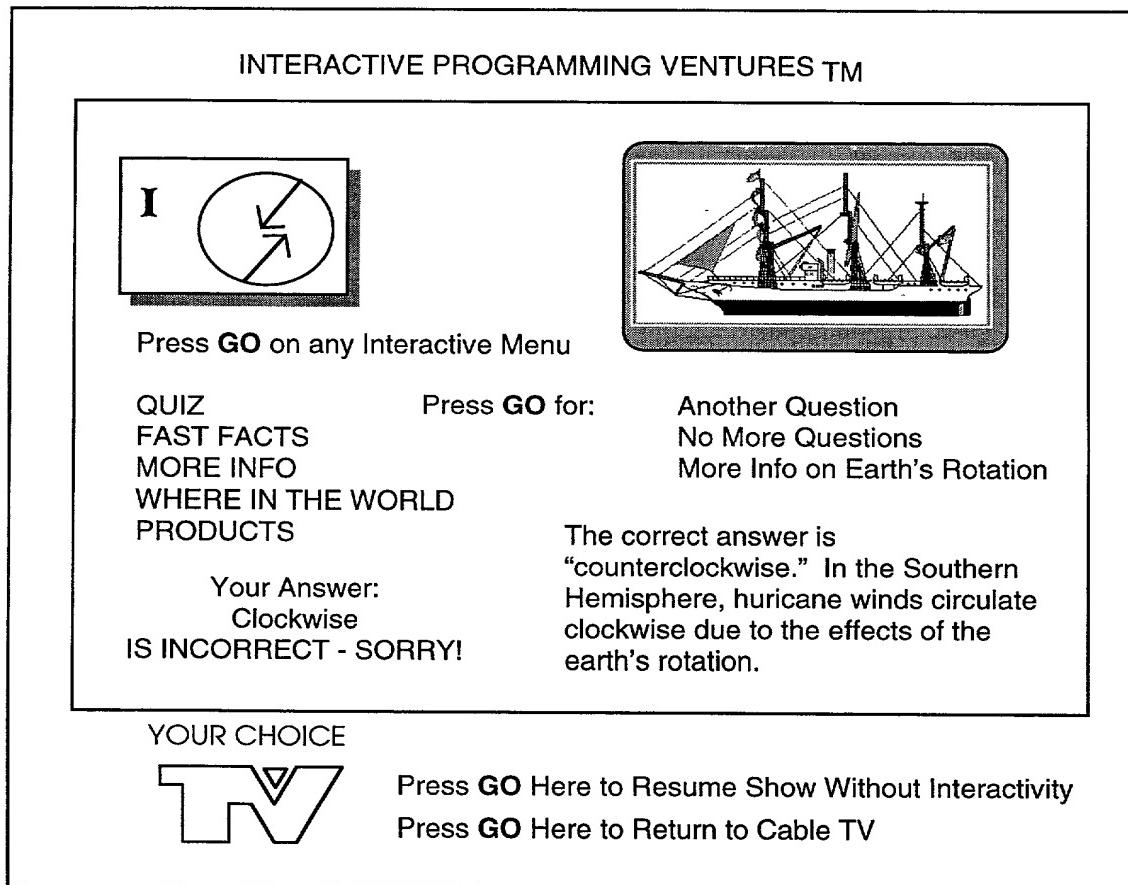
 Press GO Here to Resume Show Without Interactivity  
Press GO Here For Interactive Menu 1

*Fig. 17i*



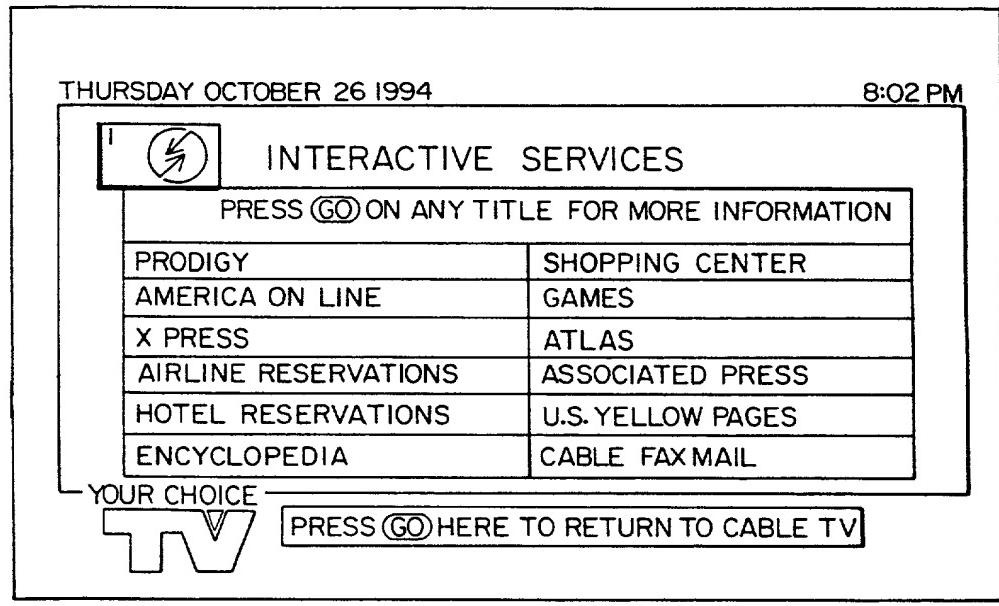
1320

*Fig. 17j*



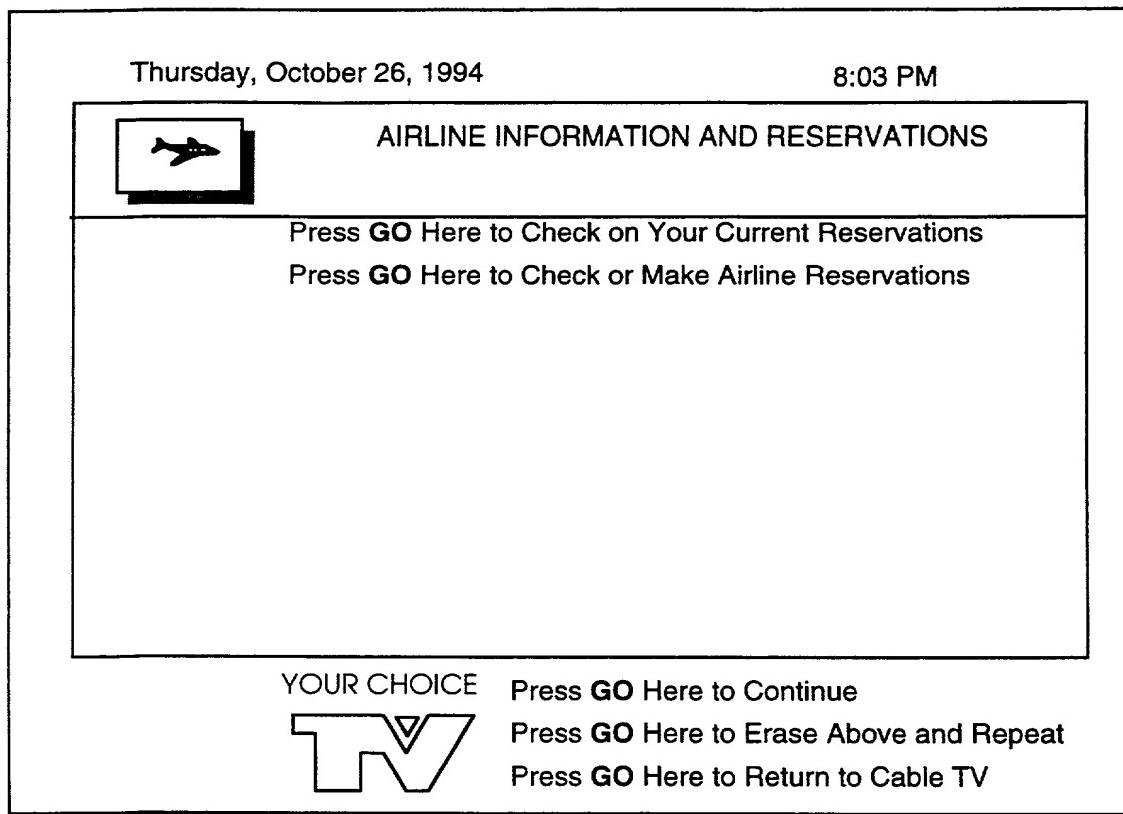
1324

*Fig. 18a*



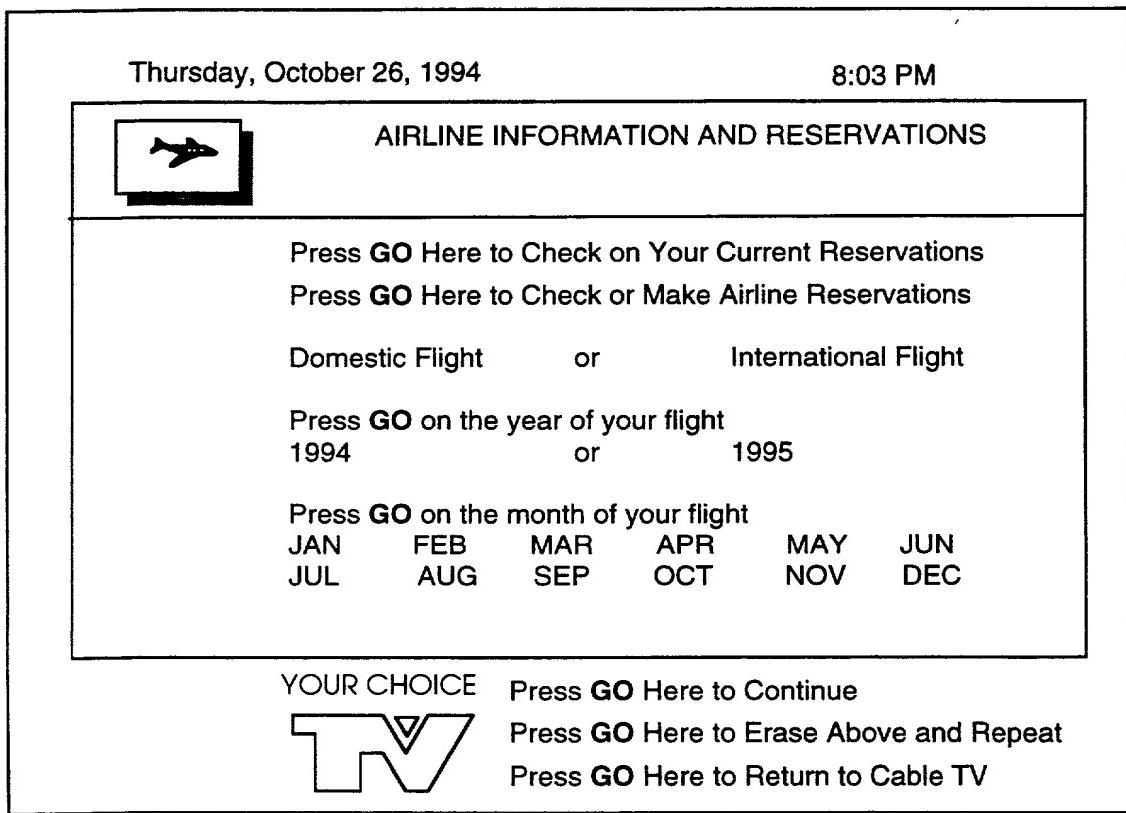
1330

*Fig. 18b*



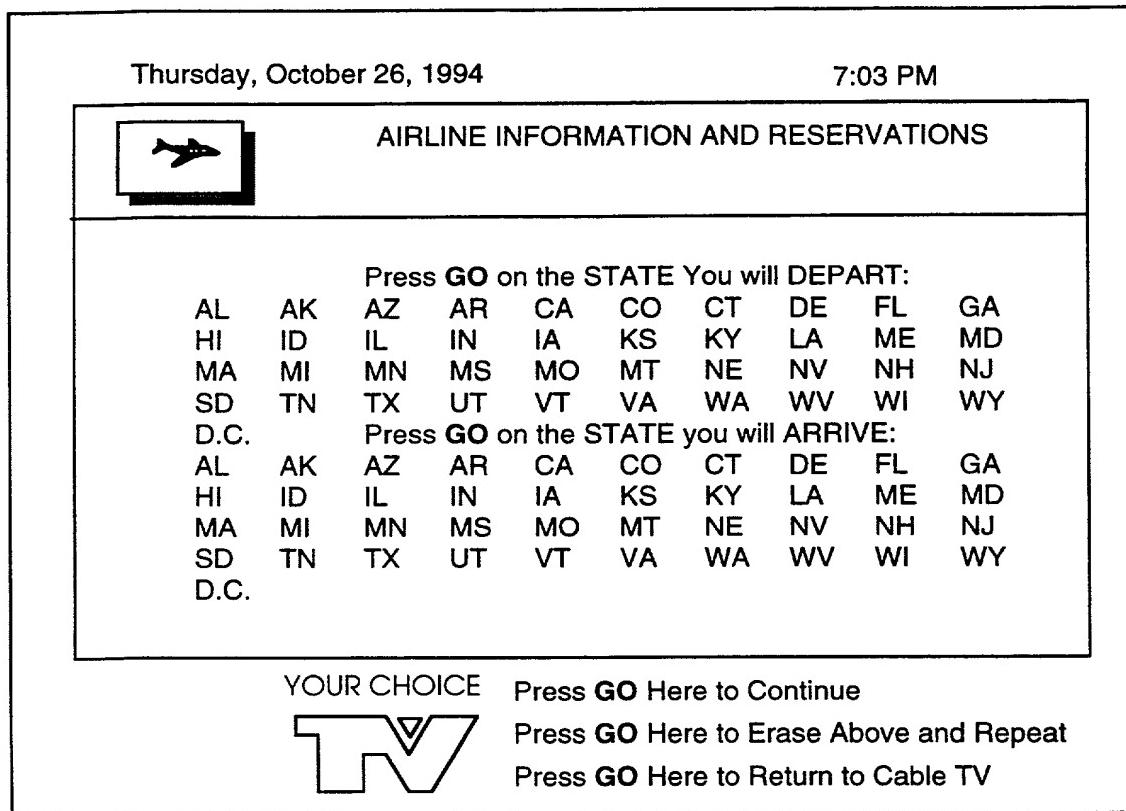
1332

*Fig. 18c*



↗  
1334

*Fig. 18d*



↗  
1336

*Fig. 18e*

Thursday, October 26, 1994                    8:04 PM

 AIRLINE INFORMATION  
AND RESERVATIONS (Continued)

Press **GO** on the ARIZONA airport you will DEPART:

PHOENIX	FLAGSTAFF	TUCSON
PREScott	YUMA	Minor Airport List

Press **GO** on the DC airport you will ARRIVE:

NATIONAL	DULLES	BWI
Check Flights to all Three D.C. Airports		

Press **GO** on your preferred departure time:

Morning	Mid-day	Late aft.	eve/night	anytime
---------	---------	-----------	-----------	---------

Press **GO** on your preferred arrival time:

Morning	Mid-day	Late aft.	eve/night	anytime
---------	---------	-----------	-----------	---------

YOUR CHOICE      Press **GO** Here to Continue  
      Press **GO** Here to Erase Above and Repeat  
                        Press **GO** Here to Return to Cable TV

1338

*Fig. 18f*

Thursday, October 26, 1994                            8:04 PM

 AIRLINE INFORMATION  
AND RESERVATIONS (Continued)

Here are your airline flight options for a morning departure from Phoenix to Dulles.

Press GO on Any Flight to Check Availability and Fare

Depart Time	Arrive Time	Airline	Flight No.	Stops	Connecting Through
6:15 AM	1:30 PM	AMERICAN	32	0	
7:30 AM	2:45 PM	AMERICAN	212	0	
8:00 AM	3:07 PM	DELTA	49	0	
10:30 AM	7:15 PM	US AIR	285	1	Chicago
11:25 AM	6:10 PM	UNITED	10	0	
11:45 AM	8:40 PM	UNITED	77	1	Dallas

YOUR CHOICE      Press GO Here to Return to Airline Main Menu  
      Press GO Here to Return to Menu 1  
                        Press GO Here to Return to Cable TV

↗  
1340

*Fig. 18g*

Thursday, October 26, 1994                    8:04 PM

 AIRLINE INFORMATION  
AND RESERVATIONS (Continued)

DELTA FLIGHT # 49 from Phoenix to Dulles direct  
departs 8:00 AM and arrives 3:07 PM

To check availability, enter month, day and year  
with your remote - example 03 21 94

Month: 11 Day: 25 Year: 9

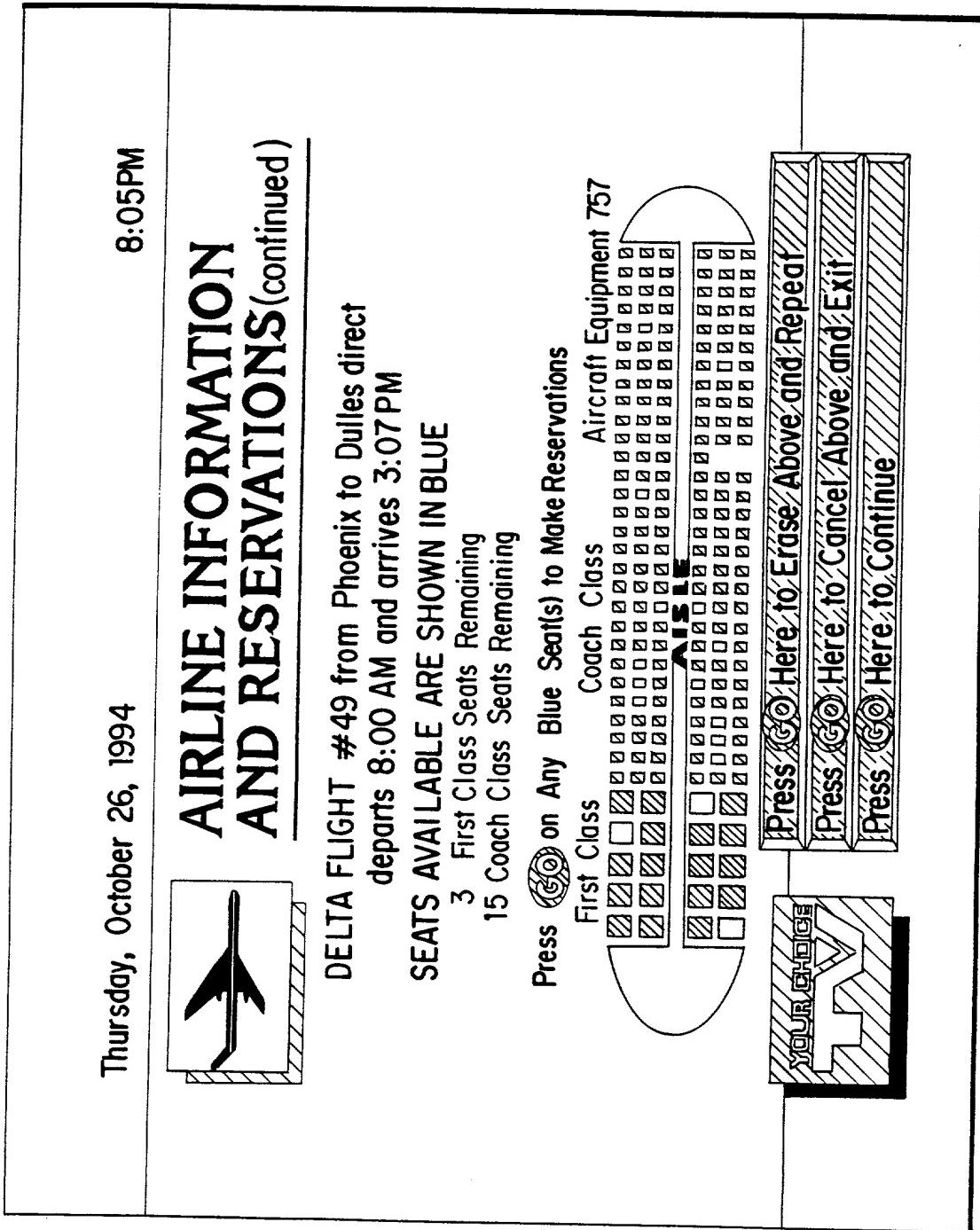
Press GO Here to Erase Above Entries and Repeat  
Press GO Here if Above Entries are Correct

YOUR CHOICE  


Press GO Here to Return to Airline Main Menu  
Press GO Here to Return to Menu 1  
Press GO Here to Return to Cable TV

1342

Fig. 18h



*Fig. 18i*

00000000000000000000000000000000

Thursday, October 26, 1994		8:06 PM
	AIRLINE INFORMATION AND RESERVATIONS (Continued)	
You have selected SEATS: 23A, 23B DELTA FLIGHT #49 from Phoenix to Wash.Dulles		
Date: 11/25/94 Departs 8:00 AM and arrives 3:07PM		
One Way Fare: \$295.00 23A \$295.00 23B		Round Trip Fare: \$419.00 23A Round Trip Fare: \$419.00 23B
Total: \$590.00		Total: \$838.00
Press GO Here to Select ONE WAY or ROUND TRIP		
TO COINFIRM YOUR RESERVATION:		
YOUR CHOICE		
	Press GO Here to Charge to Your Credit Card	
Press GO Here and an Agent Will Call You		
Press GO Here to Exit Without Reservation		



Fig. 18j

Thursday, October 26, 1994      8:06 PM

1348

**AIRLINE INFORMATION  
AND RESERVATIONS**(continued)

**CREDIT CARD CHARGE**

Amount: \$ 590.00      Delta Flight # 49  
One Way: Phoenix to Dulles Date: 11/25/94  
Departs: 8:00AM      Arrives: 3:07 PM      Dinner

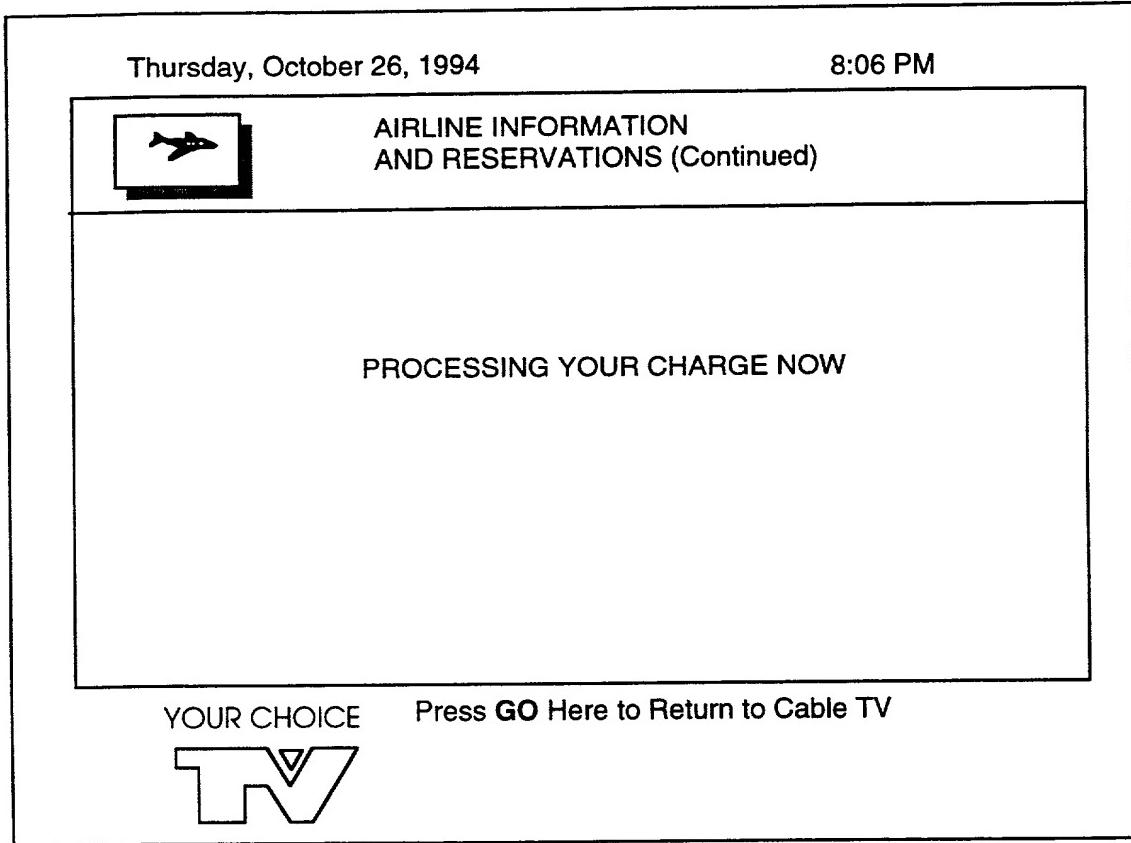
American Express      Visa      Discover      Master Charge

Enter Your Credit Card Number:  
**2 1 1 7 7 7 3 5 0 9 9 7**:  
Enter Expiration Date (example      Month:      Year:

Press Here to Erase Above and Repeat  
Press Here to Cancel Above and Exit  
Press Here to Confirm Above Charge

**YOUR CHARGE**

*Fig. 18k*



1350

*Fig. 18l*

Thursday, October 26, 1994                    8:06 PM

 AIRLINE INFORMATION AND RESERVATIONS

Your flight has ben booked, seats reserved,  
and your credit card has been charged.  
This is your confirmation #R03574661

Press **GO** Here to pick up your tickets at the Delta airport counter  
Press **GO** Here to have your tickets mailed to you

For your convenience:      Press **GO** Here to store your credit card #  
**IN MEMORY** for your next reservation

You can recheck your reservation through  
**MENU I**, Airline Reservations

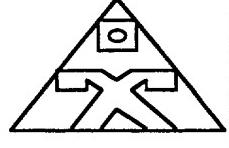
YOUR CHOICE  
 Press **GO** Here to Return to Cable TV



1352

*Fig. 19a*

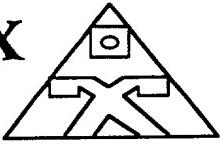
Thursday, October 26, 1994                    8:08 PM

	<b>DMX Demonstration</b>						
Here are the menu options you'll enjoy:							
Press GO On the station you want							
Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rhythm and Blues	Classical	
Top 10	Heavy Metal	Instrumentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano	
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings	
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar	
'30s	'40s	'50s	'60s	'70s	'80s	'90s	
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance	
You are listening to: MAGGIE MAE by Rod Stewart							
More Information on Current Artist/Song All this for just \$4.95 per month. Less than 1/2 the cost of one CD! ORDER NOW.				Screen ON/OFF			
YOUR CHOICE				 Press GO Here to Order DMX Press GO Here to Return to Cable TV			

1038

*Fig. 19b*

Thursday, October 26, 1994      8:08 PM

 **MUSIC from DMX**   
**Digital Music Express**

When you order DMX you will instantly be able to access all the different stations through Menu 1. To enhance listening enjoyment, you might want to connect your stereo speakers to your TV set. If you listen to music in a different room or if you want to watch TV in one room while another family member listens to DMX in a separate room, a TUNER ATTACHMENT is available from your cable system. In any event, order DMX today for only \$4.95 per month and enjoy commercial-free digital radio instantly.

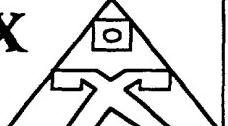
YOUR CHOICE  


Press GO Here for a Free Demo of DXM,  
Digital Music Express

↗  
1400

*Fig. 19c*

Thursday, October 26, 1994      8:08 PM

 **MUSIC from DMX** 

Digital Music Express

---

Imagine over 40 stations of music delivered to your home in stunning digital quality -- with no commercial interruptions. This is DMX (Digital Music Express) and it is available now through your cable system. Each station has its own format -- rock, classical, country, soul, rap, easy listening, jazz, new age, big band era, dance, and many others -- so there will always be something playing that you will enjoy.

YOUR CHOICE



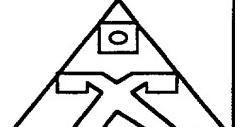
Press GO Here for More Information  
Press GO Here to Return to Cable TV

↗  
1404

*Fig. 19d*

TO ORDER CALL 1-800-555-1234

Thursday, October 26, 1994      8:09 PM

	<b>DMX Demonstration</b>						
Here are the menu options you'll enjoy:							
Press <b>GO</b> On the station you want							
Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rythm and Blues	Classical	
Top 10	Heavy Metal	Instru-mamentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano	
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings	
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar	
'30s	'40s	'50s	'60s	'70s	'80s	'90s	
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance	

You are listening to:  
**PIANO CONCERTO** by Rachmaninoff No. 3 op. 30 1909

More Information on Current Artist/Song  
 All this for just \$4.95 per month. Less than 1/2 the cost of one CD!

**Screen ON/OFF**  
**ORDER NOW.**

---

YOUR CHOICE

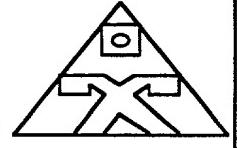


Press **GO** Here to Order DMX  
 Press **GO** Here to Return to Cable TV

*Fig. 19e*

GO GO GO GO GO GO GO GO

Thursday, October 26, 1994      8:09 PM

	<b>DMX Demonstration</b>						
Here are the menu options you'll enjoy:							
Press <b>GO</b> On the station you want							
Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rythm and Blues	Classical	
Top 10	Heavy Metal	Instrum- entals	Favorite Light Rock	New Country	Blues Legends	Classical Piano	→
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings	
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar	
'30s	'40s	'50s	'60s	'70s	'80s	'90s	
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance	

Seirgei Rachmaninoff was born in Onega, Russia on April 9, 1873. He was a pianist, composer and a conductor. Rachmaninoff composed the Third

---

More Information on Current Artist/Song      **Screen ON/OFF**  
 All this for just \$4.95 per month. Less than 1/2 the cost of one CD! ORDER NOW.

---

YOUR CHOICE		Press <b>GO</b> Here to Order DMX Press <b>GO</b> Here to Return to Cable TV
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↗  
1412

*Fig. 20*

Thursday, February 26, 1994

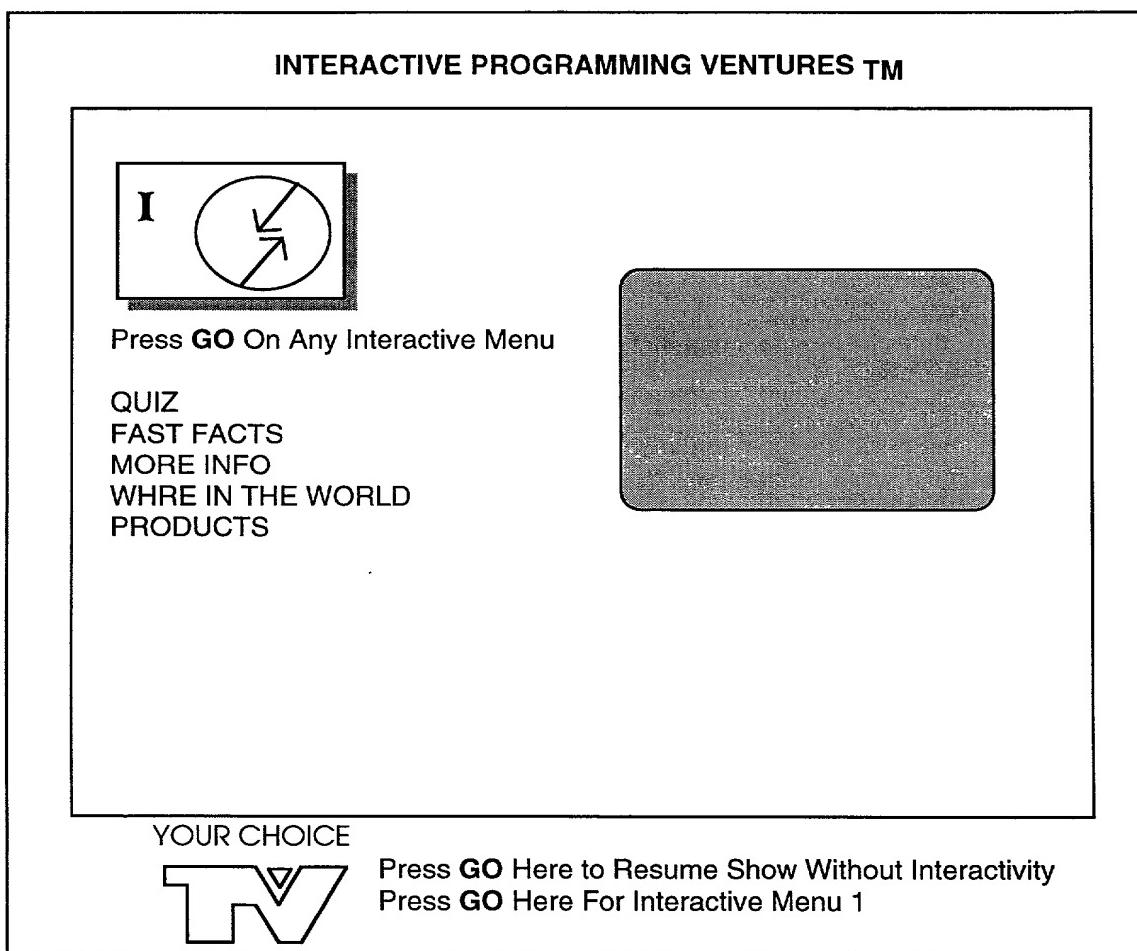
7:44 PM

*Fig. 21*

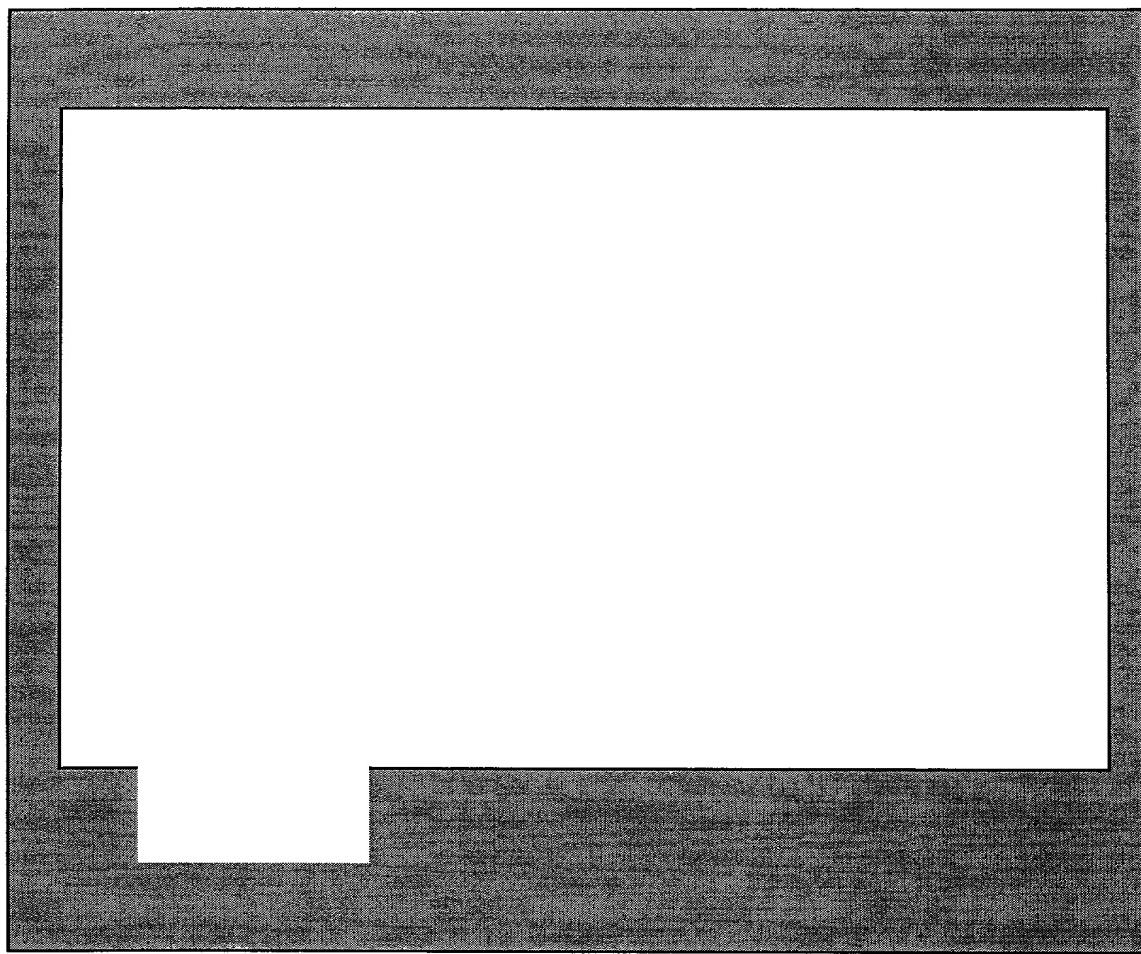
Thursday, February 26, 1994

7:45 PM

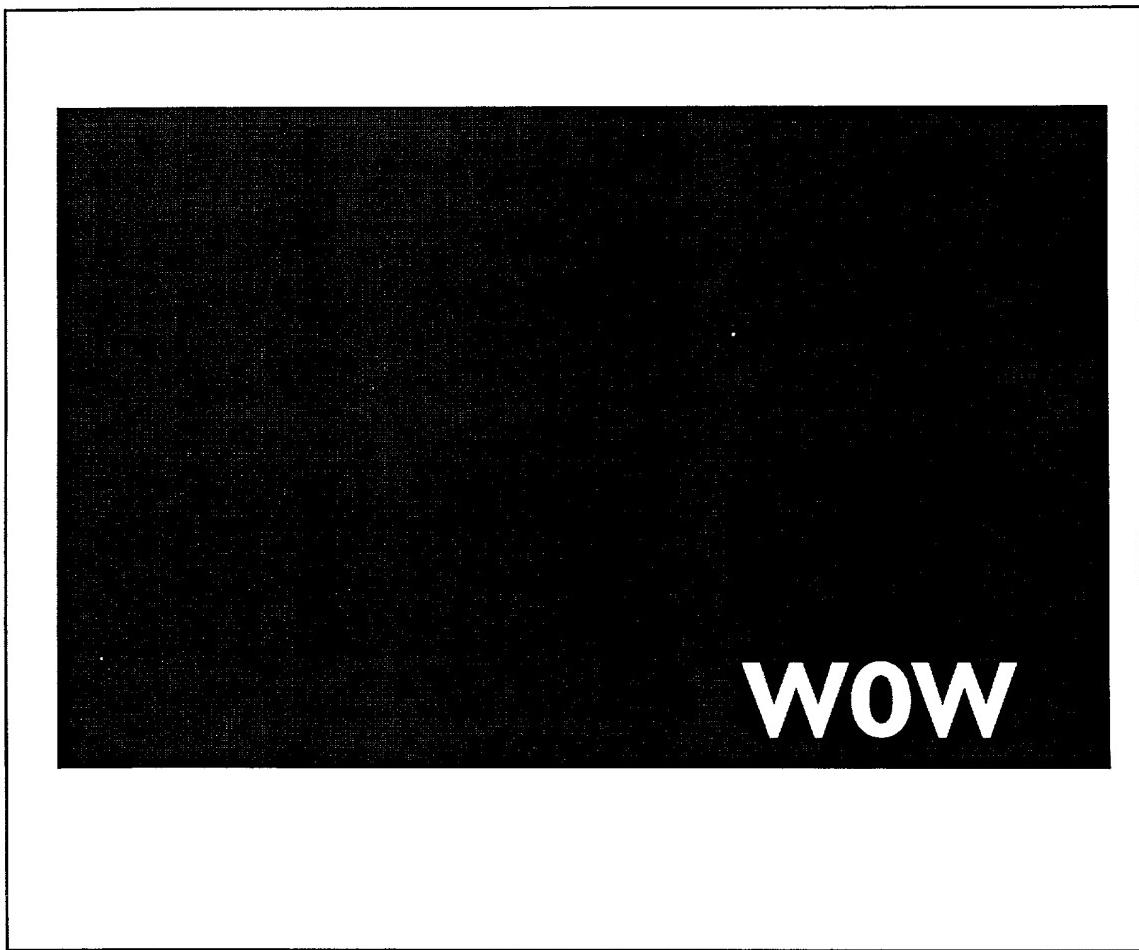
*Fig. 22*



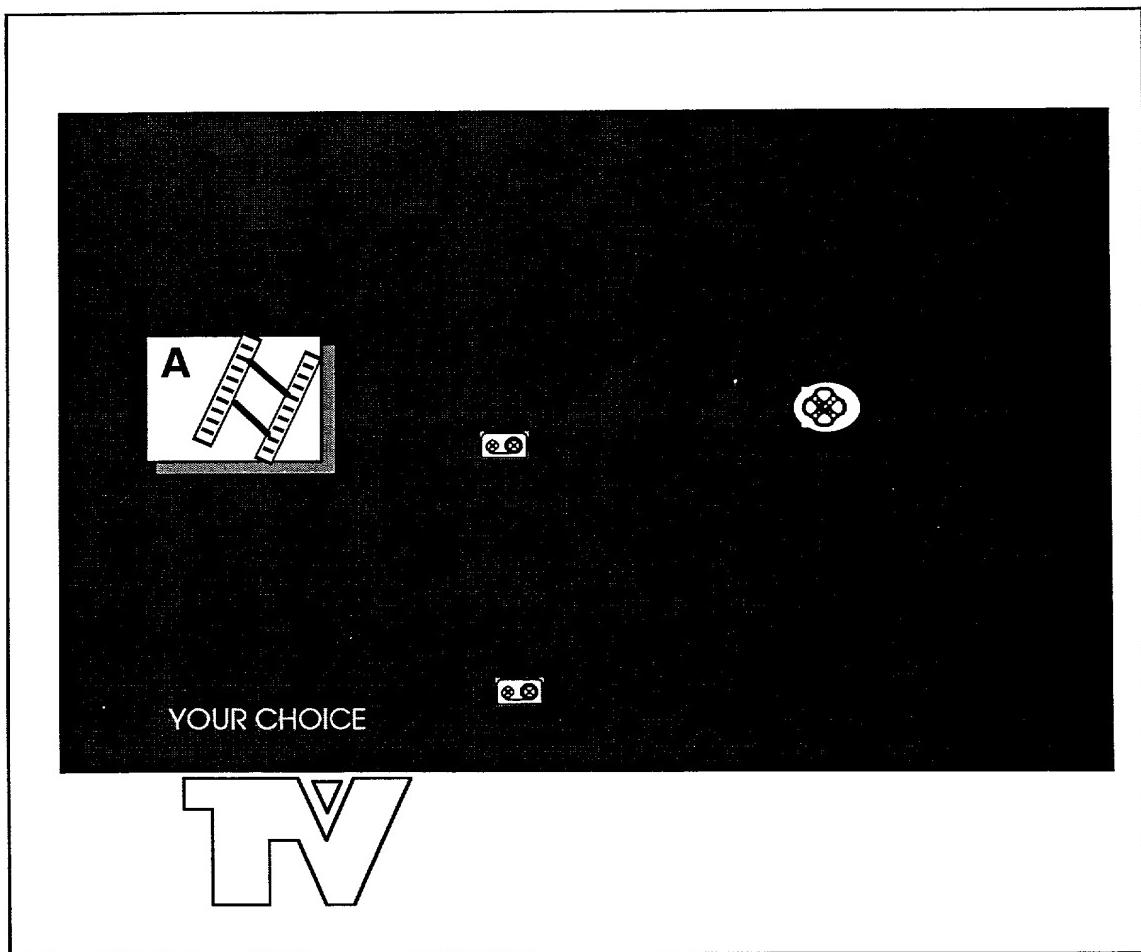
*Fig. 23*



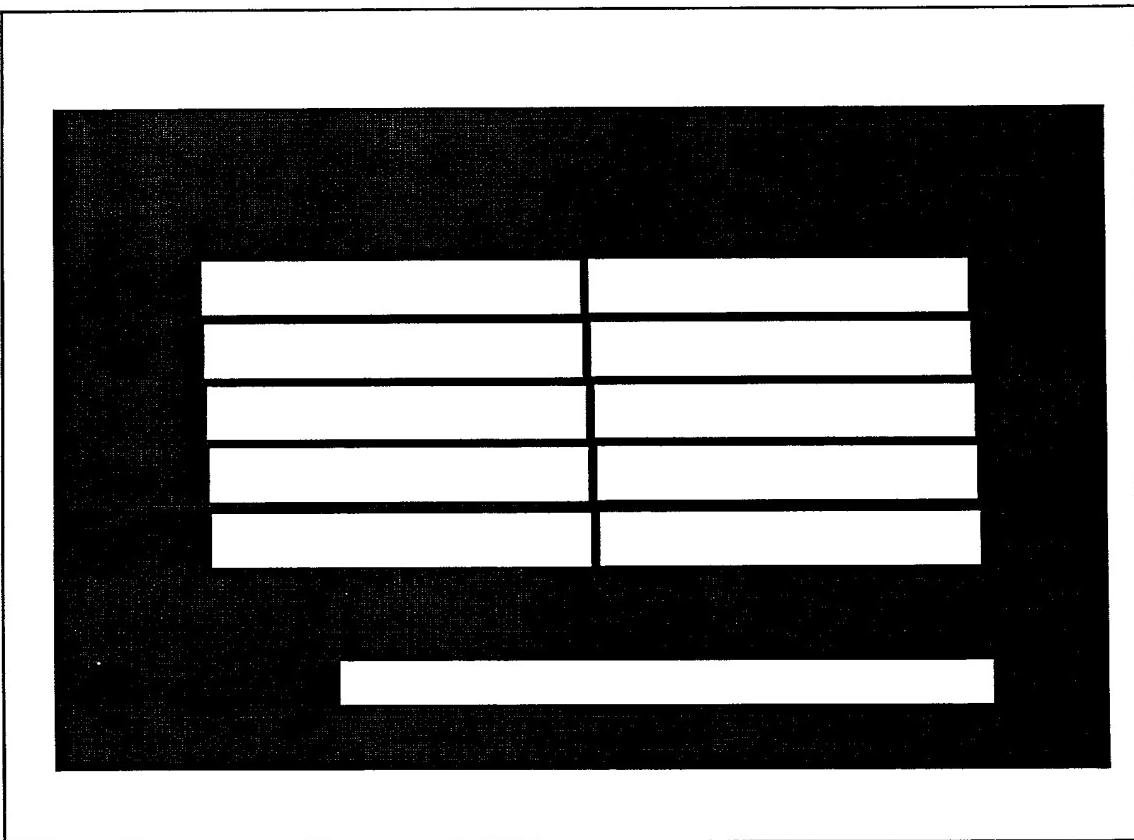
*Fig. 24*



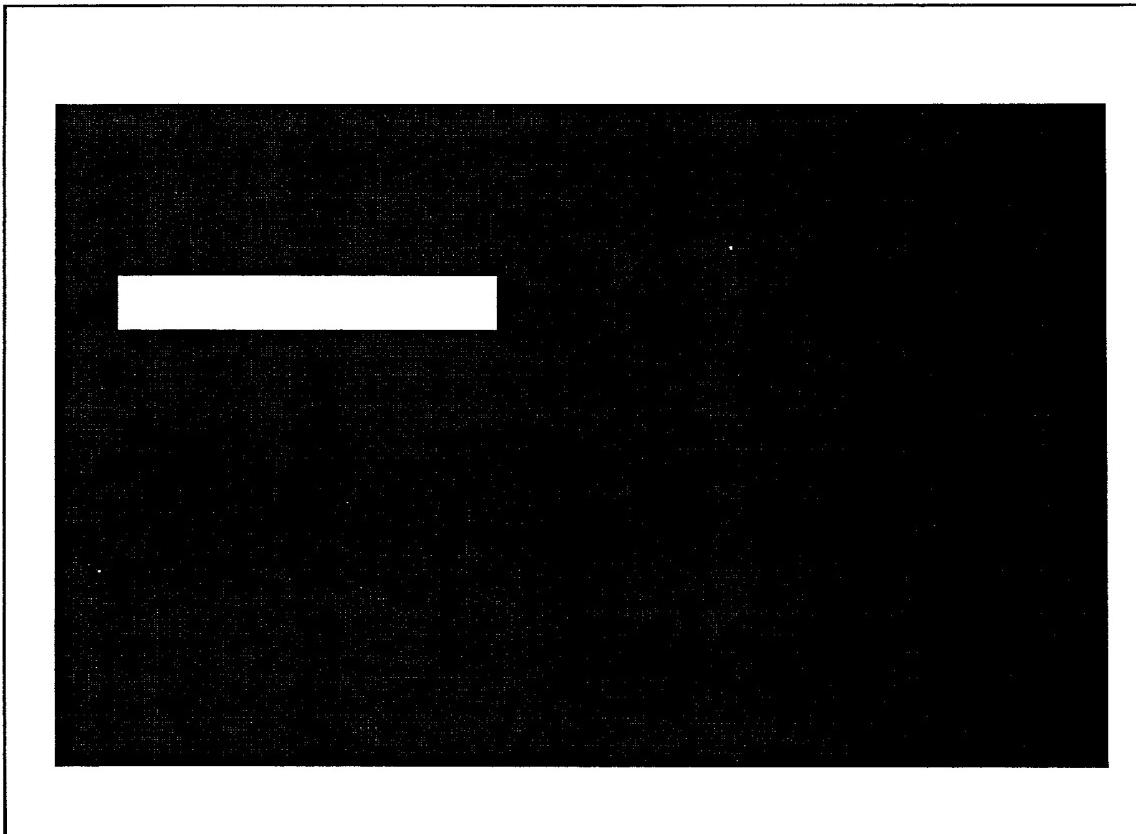
*Fig. 25*



*Fig. 26*



*Fig. 27*



*Fig. 28*

